

PRINTERS' INK 17

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No. 8

Thirty Advertising Agents Tell How to Build Your 1932 Advertising Appropriation

The Coming Year Demands a Revision of Some Old Ideas Concerning
Appropriation Determination

By E. B. Weiss

RECENTLY, PRINTERS' INK asked a representative group of advertising agency executives for their ideas on determining the 1932 advertising appropriation. Specifically, they were asked for an outline of their philosophy of advertising appropriation determination based, not on recommendations to any one client, but representing, rather, their general ideas on the subject based on present and future conditions.

Some thirty agency executives contributed to this survey. The ideas they furnished are founded on years of experience with appropriations that total up to scores of millions of dollars. So far as is known, this is the first time agency executives have been asked to contribute to a symposium of this kind.

* * *

Before it is possible to get down to concrete methods of determining the appropriation, one must fix clearly in his mind what advertising is and what it does. In other words, the advertiser must have an advertising platform; a platform perhaps more tightly nailed down than some political platforms. Let us see how the suggestions made by these advertising agency executives concerning the proper attitude toward advertising—especially the proper attitude toward advertising during 1932—shake down.

1. The product must be right.

That has always been an essential advertising ingredient. It will be even more essential next year. Too often has the advertising appropriation been burdened with invisible drags in the form of antiquated products, products that were improperly priced, unattractively packaged, etc. With all the other handicaps that advertising will face next year, obstacles that are inherent in the product itself must be eliminated if advertising is to be given an opportunity to function.

2. The merchandising plan must also be brought up to the minute. In the food industry, to mention a single example, there are scores of advertisers whose advertising appropriations are unfairly handicapped by archaic selling policies.

3. While there are times when it may be unwise to attempt to force sales through advertising, it frequently happens that these same periods are times when the advertiser must determine what he is willing to do to maintain his position in the minds of his customers and his place in the market.

4. Carrying through the thought developed in plank number three, the next step is consideration of the advertising appropriation, not only on the basis of the business the advertiser hopes to get, but on the business he cannot afford to lose.

5. Advertising is a competitive selling device. Its resultfulness to

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an advertiser is likely to increase as its use by competitors decrease. Therefore, advertising as an investment in competitive strategy demands serious consideration.

6. It has been said, with plenty of justification, that in certain industries new manufacturers are excellently situated to compete with long-established companies. They are able to outfit their factories at current low prices, secure labor at lower wages, start off without accumulated deadwood, etc. Finally, since they are newcomers, they are compelled to budget their advertising on the basis of the job to be done, rather than on the basis of previous sales. Consequently, the established manufacturer whose advertising appropriation follows sales downward in mathematical proportion, leaves the door wide open for the new manufacturer.

7. Many advertisers will have to reconcile themselves to the fact that, just as they must operate many of their departments, under current conditions, at a temporary loss, so must they make advertising appropriations which, for the time being, appear to be completely out of line.

8. At the same time, the head of a business has to make ends meet. His ear must be attuned to the cash register. He cannot be satisfied with pretty pictures, copy compliments or contest awards. The day of the enthusiastic spender is past—at least for the time being.

9. It is vitally necessary to realize that every advertising account presents its own appropriation problem. Advertising and advertising results are the greatest variables in the world. There is no mathematical formula for appropriation determination. Rule-of-thumb cannot be made to take the place of individual intelligence. Intelligence, of course, will not totally ignore precedent; neither will it be bound by precedent.

10. One agency executive summed up the advertising philosophy of the year 1929, the current year, and the coming year in this epigrammatic way: For 1929, advertisers asked: "What do we *want* to spend for advertising?" For 1931, they

asked: "What *can* we spend?" For 1932, they should ask: "What *must* we spend?"

* * *

And so, having listed a few of the essentials in the way of mental attitude that should precede any consideration of the advertising appropriation for 1932, we come to the actual methods employed in appropriation determination.

Albert E. Haase, managing director of the Association of National Advertisers, Inc., in his recently published book "The Advertising Appropriation," points out that, insofar as the use of advertising for the purpose of getting sales and profits within a reasonable period of time is concerned, there are four methods worthy of serious discussion. These four methods, as listed in Mr. Haase's excellent treatise on this subject, are:

1. The percentage method.
2. The unit-of-sales method.
3. The mail-order method of buying direct sales or inquiries.
4. The objective and task method.

In their comments, the advertising agency executives who contributed to this symposium verified Mr. Haase's classification. Their comments were confined entirely to methods numbers one, two, and four. Method number three—the mail order method of buying direct sales or inquiries—did not come up inasmuch as this is concerned with a field of business that is in a class entirely by itself.

Of these four methods, Mr. Haase favors number four—the objective and task method—except under certain specified conditions. With almost amazing unanimity, the advertising agency executives queried in this investigation advanced this same plan as the proper approach to the determination of the 1932 advertising appropriation. From the large mass of comments obtained concerning the various methods of appropriation determination it is necessary to quote only the following to indicate the trend of thought in agency circles:

"There are certain generally accepted percentages—minima and

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THE CHAINS

IN-SEASON



"WELL, Pop, pretty soon the north winds will blow and we'll have snow—and if the old memory is still sparkling, we'll soon be enjoying the same sweet anvil chorus our chains played on the mudguards just before last winter closed down for the season. And wasn't it you who told me about one slip spoiling many a perfectly good reputation?"

You're listening to a little evening sales session between Jimmy Dougherty and the Purchasing Power of the Dougherty family. The P. P. (whose weakness is efficiency) will probably mumble something about making last year's do, but it is already written in the stars that he is going to buy new chains. For wasn't it Jimmy who proved his case against the gas-consumption of the late departed Nomad Six, and the poor mileage of Rhino tires?

If you want an entering wedge into family buying councils, contact the fellows of Jimmy's age. Get them interested in your product—and you'll have a tireless sales force plugging for you!

700,000 of them read **THE AMERICAN BOY**—nearly 80% of high-school age or over. Just beginning to tell Dad a thing or two about shaving and razors and shaving creams. Men enough to weigh a healthy sales argument—boys enough to grow enthusiastic about it. Tell them your story in the one magazine in which you can be sure to reach them! February forms close December 10th.

The YOUTH'S COMPANION
American Boy Founded 1827
 Detroit Michigan

maxima—which we all accept more or less as guides as to what competition may do and to what we may regard as inadequate, adequate or speculative. But to apply percentages in a hard-and-fast way is a clumsy substitute for careful analysis, wise campaign strategy and sound business judgment."

"Many advertisers 'back' into their budget-making. Fearful that expenditures may get out of control, they first set an advertising figure based upon some arbitrary formula and then trim the task to fit the force."

Opening the Door to Competition

"Manufacturers who normally establish their appropriation for advertising on the basis of a fixed percentage of sales—either last year's or next year's sales—will probably substantially cut their appropriation for 1932. In so doing, they leave the door wide open for competition, especially new competition."

"One thing seems to be quite certain and that is that those well-financed companies that will go after the market very vigorously will have to set up an arbitrary amount rather than an appropriation based on 1931 sales. We will have to discard all our old measuring sticks for 1932."

I could continue for several pages printing comments paralleling those just given. However, these few should suffice to mark clearly and unmistakably the trend of thought concerning appropriation determination among agency men. It is important, though, to bear in mind that all these comments were made without reference to specific accounts. As one agency executive pointed out, while he recognized the decided limitations of any percentage method, and while he decidedly favored the "task" method, he nevertheless found it advisable to employ the percentage or unit-of-sale methods in connection with certain of his clients. He said:

"In two instances, where the retail price of the product is over \$50 per unit, and also where the margin of profit is fairly wide, we are

setting the appropriation on the basis of so many dollars per unit.

"In the case of another advertiser in the food field, whose business has practically maintained its same level as in the previous year, we are determining the total appropriation in ratio to the previous year's sales.

"In another case, we have set up certain advertising expenditures which both the advertiser and ourselves agree must be made regardless of what happens."

* * *

What do advertising agency executives have in mind when they point to the objective-and-task method as the outstanding plan of advertising appropriation determination for 1932? I'm going to brief the comments made by the agency executives who contributed to this symposium so as to give a quick picture of what they were thinking:

"The soundest plan that we have been able to devise is to figure out what should be done to do a thorough job and then proceed on that basis, regardless of what percentage it represents of present-day sales."

"I can never get away from the fundamental that an advertiser should plan and plot his business and advertising objectives and appropriate an adequate sum for the accomplishment of those objectives."

"I know of only one way to determine the advertising appropriation for 1932—or any other year, or period. That is to find out what result in sales is hoped for—plan the advertising procedure which reasonably may be expected to produce this result—then count the cost."

How Much Business Do You Want?

"How much to spend for advertising these days depends on how much business the advertiser wants—to hold as well as to win, and how badly he wants it. If he wants it badly enough, he will chuck all rule-of-thumb advertising quotas and percentages. The last two years should tell the cost of ac-

We did it First!

No. 2

The Model Home Racket

HOUSE BEAUTIFUL, founded in 1894, was the first house building and furnishing magazine in the class field. Its original ideas have been paid the compliment of widespread imitation.

Thirteen years ago, HOUSE BEAUTIFUL built a model home, using materials from leading manufacturers. This house, built at Newton, Mass., proved so popular that model home building has become virtually a racket. They have been constructed by other magazines, newspapers, real estate promotion companies, and associations of manufacturers.

In choosing a magazine in the quality home building and furnishing field, statistics are important—but they are not everything. Originality counts, too. When you buy space in HOUSE BEAUTIFUL, you are buying something more than wide distribution of copies to people of wealth. You are buying brains; and brains bring results.

House Beautiful

200 Fifth Avenue, New York

S ARLINGTON STREET - - - - - BOSTON
C HICAGO L O S A N G E L E S S A N F R A N C I S C O
Member of The National Shelter Group

complishing the desired result. They should also forecast reasonable normal net profits. Compare the two lump sums—and decide!"

"Our plan is to set a general objective that it is desirable to accomplish during a calendar year or selling season. Then break this down into specific objectives for the particular seasons in order. Build the advertising and sales promotion and merchandising plan to fit the immediate current objective and figure the costs. If the plan is built right, the costs will be in proper relation to what the business can afford."

"Our general procedure for 1932 will largely be in the form of a New Year's resolution: 1. To present to clients a picture of the total job to be done and its approximate cost. 2. To reconcile this to the client's willingness and ability to make an appropriation for the entire job. 3. To curtail, if necessary, not the intensity of the advertising coverage but the territory coverage."

"When the advertiser asks himself: 'What *must* I spend to do what?' he fixes a definite load on his advertising. It may mean less money spent for advertising but in any event it is likely to mean sufficient money to do the decided upon job properly. It means that the whole advertising and sales promotion plan can be recast to suit that purpose. It impels the advertiser to demand action from his copy, and to judge advertising clearly in its power to help sales. That's what advertisers will look for, more than ever, in 1932."

* * *

What is this "objective and task" method? Mr. Haase, in his book, describes it this way:

"The word 'objective' means a conception, in a particular advertiser's mind, of the market he hopes eventually to own with profit to himself.

"The word 'task,' in any specific case, means the definite job that an advertiser proposes to do within a given period as a step toward reaching his objective with profit to himself.

"Both thoughts—'objective' and

'task'—considered together, should mean a marketing program projected over a number of years.

"A certain advertiser once explained the philosophy of this method in these homely words: 'We have in our mind a picture of a certain job. We try to find out what the job will cost. We next find out how much we can afford to spend. If we cannot afford to buy a truck, we haul the stuff in wheelbarrows until we have the money to buy the truck.'

"In other words, the objective and task method consists of establishing a definite market objective, based on a thorough survey of the market and its potentialities, and of determining the kinds and amount of advertising necessary to accomplish this unit or task."

* * *

And by way of conclusion, I should like to quote a single paragraph from a letter written to PRINTERS' INK by an outstanding agency executive.

He wrote: "Without a doubt, the present time offers many advertisers with courage and foresight the opportunity thoroughly to establish themselves when advertising competition is the least aggressive and a dollar will buy more attention than at any time in the last ten years."

That statement might well be kept within elbow reach when 1932 advertising appropriations are being determined.

Waterman's Pen Account to Presbrey

The L. E. Waterman Company, New York, manufacturer of Waterman's Ideal fountain pens, has appointed the Frank Presbrey Company, advertising agency of that city, to direct its advertising account, effective January 1.

Johnson Motor to Lamport, Fox

The Johnson Motor Company, Waukegan, Ill., manufacturer of outboard motors, has appointed Lamport, Fox and Company, South Bend, Ind., advertising agency, to direct its advertising account.

To Change Size

Scribner's Magazine, New York, will be changed in size, effective with the January number. The new page size will be 7 by 10 $\frac{1}{8}$ inches.

New

Thoro

Better Producers Are Bigger Favorites Today

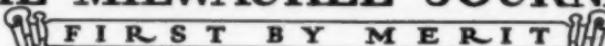
DURING the first ten months of 1931, The Milwaukee Journal published more than twice as much lineage as the Sentinel-News (morning-evening-Sunday) combination in each of the following classifications—

Automobiles	Electrical
Auto Accessories	Food & Groceries
Building & Equipment	Toiletries & Drug Stores
Furniture—Home Furnishings	

The Journal also published 99% more Apparel lineage, 82% more Department Store lineage, 25% more Financial lineage, 48% more Radio lineage, 78% more Travel and Resort lineage—and 85% more total lineage than the combination.

For advertisers in all lines, The Journal sells the largest volume of goods in the Milwaukee-Wisconsin market at the lowest cost per unit of sale.

THE MILWAUKEE JOURNAL

 FIRST BY MERIT

National Representatives O'Mara & Ormsbee, Inc.

New York Chicago Detroit Los Angeles San Francisco

Thorough Market Coverage at One Economical Advertising Cost

Will Copy Follow Hemingway?

If the Touch of Cosmic Boredom Has Been Removed, "Hemingway Copy" May Prove Successful

By Ernest S. Green, Jr.

Of the Copy Staff, Newell-Emmett Company, Inc.

NOT a few novelists of late have shown the influence of Ernest Hemingway at work. In current literary criticism you come across such expressions as "the Hemingway manner" and "the Hemingway technique."

When the novel under consideration goes over with a bang you read of "bare, pithy prose that strips the characters of all artificiality." When the book fizzles, you read of "studied casualness." The quotations are from two different critiques on the same page of a recent issue of the *New York Times* "Book Review."

Rather than try to define the Hemingway manner, let us read passages that give us the feel of the stuff. First from "Thunder Below," by Thomas Rourke, a writer who is credited by a book critic with having "an expert command of what is now labeled the Hemingway technique."

"She was always back somewhere in my mind. But now I thought about her deliberately. I opened the gates and let her rush into my whole mind. It was a bad thing to do. It would only be worse afterwards. But I couldn't help it sometimes."

And elsewhere in the same book,

"Frank got a big kick out of anything—anything at all. That's why it was comfortable to be with him when you got to know him. You knew he'd get a kick out of anything and that left you free to do anything you cared to, knowing he'd not be bored."

Now just once more—this time from Hemingway himself in "A Farewell to Arms."

"You do not know how long you are in a river when the current moves swiftly. It seems a long time and it may be very short. The water was cold and in flood and many things passed

that had been floated off the banks when the river rose. I was lucky to have a heavy timber to hold on to, and I lay in the icy water with my chin on the wood, holding as easily as I could with both hands."

Even from these three brief bits, I think we can note three characteristics of Hemingway's way of writing—all three of which are of interest to the writer of advertising copy. The first is active in its effect on the reader. The other two are passive. Here they are, as I see them.

(1) The reader is made aware of a person-to-person candidness with him on the part of the author. (2) The reader experiences no sensation of reading literature in the Grand Style, no strained rhetorical effects that call attention to themselves. (3) The reader is not made aware of any surplus emotion on the part of the author.

I think these characteristics are worth going into one by one. Take person-to-person candidness. This seems like a good quality for advertisements to have. Copy writers can well profit by a study of the Hemingway manner as it illustrates this virtue in particular.

Like an Old Friend

Read aloud a passage from Hemingway or Rourke, and it sounds conversational to you, like an old friend talking to you and taking quite a good deal for granted because he knows you well. You can almost see this friend, face turned toward you, looking you straight in the eye, endeavoring with earnest gesture to make his points clear whether in the telling of a story, the revealing of a character, or the describing of a state of mind.

The attitude of "looking you straight in the eye" on the part of

What is responsible
for this remarkable
circulation?

~~Contests?~~ NO!

~~Premiums?~~ NO!

Reader Interest! ✓

Only 8 cities have a newspaper with as large a daily circulation as The Des Moines Register and Tribune — 240,844 A. B. C.

Reader interest—not contests or premiums—built this remarkable circulation. The Register and Tribune gives its readers all the national news services, the best of pictures and the cream of the features, plus thorough coverage of Iowa news and news pictures. From first page to last it is distinctly an Iowa newspaper—the best newspaper published for the Iowa reader.

*The Des Moines
Register and Tribune*

an author makes for easily credible writing, especially when further fortified by the habitual understatement of the Hemingway disciple. This kind of credibility is good from the copy man's point of view.

The attitude of taking a good deal for granted makes for intimacy. Many an author of an older school would have thought the use of the word "you," referring to the reader directly, as nothing short of unwarranted impertinence. "Gentle reader" or its equivalent was as far as he would go. But writing in the Hemingway manner is full of "you." It is indeed a two-way transaction. It has the quality attributed to the singing of Rudy Vallee—of seeming to single out one of many and to address itself to that one and that one only.

Because the Hemingway writers have credibility, too, they can carry off intimacy successfully. This intimacy is another advertising virtue. In copy, as has long been sung and preached, you can seldom have too much "you."

The biggest advertising virtue of writing in the Hemingway manner involves the second characteristic—no sensation of reading literature in the Grand Style. "I don't like to read Hemingway," said a friend of mine, a Cabell fan. "It's too easy!" Maybe a piece of "pure" literature can be "too easy" to read—but *hardly a piece of advertising literature*.

In copy, the quality of being quickly and easily read is of paramount importance. For the copy man can assume very little co-operation on the part of his reader. The reader of an advertisement is in no mood to welcome anything that is at all exacting. He realizes dimly that his time is being exacted, his attention is being exacted and his money may soon be exacted. It is not reasonable to expect him to work very hard in order to sell himself something.

On every count so far the score seems to stand in favor of writing copy *à la* Hemingway. Believable and intimate. Easy to read.

However, a fly in the ointment buzzes annoyingly when we con-

sider the third characteristic of the Hemingway manner. "The reader is not made aware of any surplus emotion on the part of the author."

It is the tendency to lean over backward in this respect that lends a certain amount of justification to such criticism as "studied casualness." Once in a while, Hemingway sounds a little *Weary of It All*, suggesting a lack of vitality which is belied by the vigorous, hard-hitting closing pages of "A Farewell to Arms."

Good copy must not be *Weary of It All*, must not even seem to be *Weary of It All*. Good copy must shout the praises of a product which brings a new meaning in life to the jaded. And, in such a function, it should have surplus emotion. It should spill over a bit here and there, permit itself to get caught off its guard now and then in a pardonable attitude of open admiration for the product it is advertising.

This defect need not be a serious one. It can be kept out of the copy by wise editing. And the way lies open for the first advertisement to be written in the Hemingway manner. When it does come—granted the copy man has done a good job of work—it should get read by many people, it should make friends with many people, get itself believed by many people. And, if the touch of Cosmic Boredom has been removed, it should sell many cartons and car-loads.

Paul Christian Becomes Partner in Hartman Agency

Paul Christian is now a partner and vice-president in the L. H. Hartman Company, New York advertising agency. He previously was with the Consolidated Cigar Corporation as a vice-president and member of the board of directors. He also was formerly vice-president of the Chatham & Phenix Allied Corporation.

F. H. Sherwood with Grant & Wadsworth and Casmir

F. H. Sherwood, formerly sales manager of the Yale & Towne Lock Company and, more recently, with the Schlage Lock Company, San Francisco, in a similar capacity, has joined Grant & Wadsworth and Casmir, Inc., New York advertising agency.

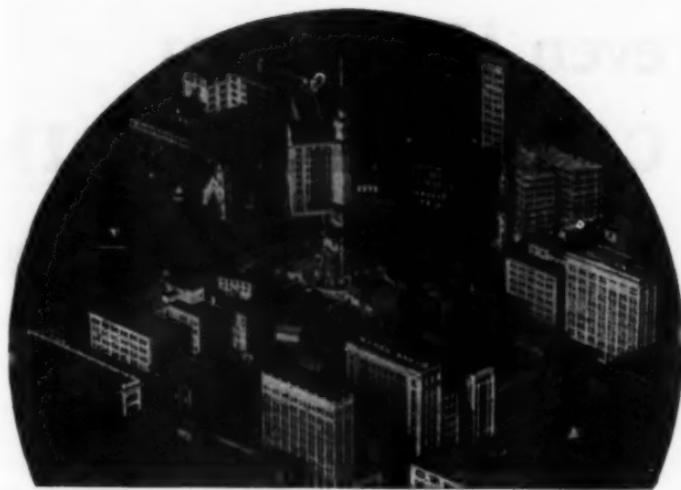
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SELL INDIANAPOLIS AND YOU SELL THE INDIANAPOLIS RADIUS

From a merchandising standpoint, Indianapolis and the Indianapolis Radius are as inseparable as ham and eggs. Together they comprise a market of upward of two million people . . . metropolitan in size but without the complexities that increase selling costs in many mass markets. For 92 per cent of these consumers are native born white. Only 1.7 per cent are illiterate. Living standards in the Indianapolis Radius reflect the best traditions of the American home. There are no broad areas of low purchasing power. There is no foreign language problem.

Here is a market you can cultivate intensively with exceptional economy and marked profit. For The News . . . first in Indianapolis for 36 consecutive years . . . does your advertising job . . . **ALONE**.



Member Major Market Newspapers, Inc.
The 100,000 Group of American Cities

THE
INDIANAPOLIS NEWS
It's in Indianapolis for 36 consecutive years

New York: DAN A. CARROLL
110 East 42nd Street

Chicago: J. E. LUTZ
Lake Michigan Bldgs.

even Uncle Sam CAN'T MAKE A DIME *OUT THERE*

THE United States Government has never made a dime on RURAL FREE DELIVERY. The R. F. D. end of the business has always been run at a loss—the deficit partially made up out of profits FROM THE BIG CITIES and the rest through taxation.

Now—95% of the outlying territory around CHICAGO gets its mail R. F. D.—delivered to a BOX on a post stuck in the ground by the roadside.

Uncle Sam HAS to cross the *Waste-Line*, work this territory and take his loss

—but YOU don't!

Concentrate with

THE CHICAGO DAILY NEWS

THE QUALITY QUANTITY CONCENTRATED

Copyright, 1931, The Chicago Daily News

CHICAGO
Palmolive Building

PHILADELPHIA
Record Bldg.

DETROIT
New Center Bldg.
BOSTON
Monadnock

National Advertising Representatives

GEORGE

230 Park Av.

NEW YORK

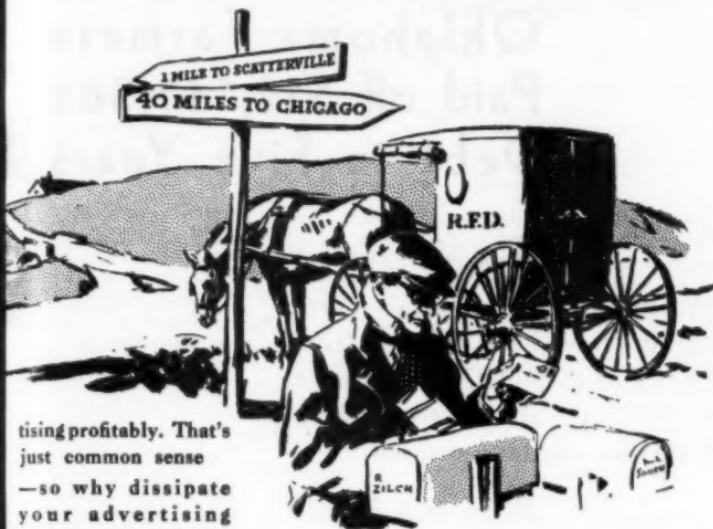
Uncle Sam can make money where he has houses to deal with, in close formation—instead of little tin boxes miles apart. He can make money where he finds scores of customers to the block—instead of hops so far apart that it takes a horse to stand the punishment. He can make money where the market is MASSED and his men can go in shoulder to shoulder—to be specific, where he is dealing with CHICAGO instead of SCATTERVILLE, Uncle Sem can make money

—and so can YOU.

Any place you can't travel your salesmen PROFITABLY, you certainly can't travel your adver-

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tising profitably. That's just common sense —so why dissipate your advertising budget on—SCATTERVILLE?

Right here in the REAL CHICAGO you have four and a half million buyers in one million buying homes

—five and a half billions of spendable wealth

—FIFTY-FOUR THOUSAND Stores!

Isn't that, within itself, a man's size job?

The Chicago Daily News thinks so, and has governed itself accordingly.

Suppose we just CONCENTRATE—TOGETHER.

Where Circulation and Population Concentrate —Alike

Match the latest A.B.C. report of The Chicago Daily News with the U. S. 1930 census report and you find that:

(1) 98% of the circulation of The Chicago Daily News is concentrated in the official A.B.C. 40-mile trading area

(2) 88% of the trading area population and 96% of The Daily News trading area circulation are concentrated in Cook County

(3) 86% of the population of Cook County and 92% of The Daily News Cook County circulation are concentrated in Chicago.

This is the most highly concentrated large circulation—not only in Chicago—but in America.

CHICAGO DAILY NEWS

CONCENTRATED EVENING CIRCULATION

Representative **GEORGE A. McDEVITT CO.**

250 Park Avenue NEW YORK

DETROIT SAN FRANCISCO
Center Bldg. Headneek Bldg.

Financial Advertising Offices
NEW YORK 165 Broadway CHICAGO
29 S. LaSalle Street

Oklahoma Farmers Paid off \$12,147,363 Debt in Five Years

SINCE 1925, the census relates, Oklahoma's farm mortgages have been reduced from \$73,079,296 to \$60,931,933—more than 16%, or almost two and a half million dollars a year.

With this hurdle behind them, the track is cleared for bigger spending in the direction of all farm commodities during the months ahead.

A rural state that can and does lop off nearly one-fifth of its land encumbrance in so short a time is well worth looking after in your sales plans.

To reach these aggressive farmers you'll need the 205,023 A. B. C. coverage and influence of The Oklahoma Farmer-Stockman.

**THE OKLAHOMA
FARMER-STOCKMAN**
OKLAHOMA CITY OKLAHOMA

Must Small Orders Be Sold at a Loss?

The Present System of List Prices and Discounts Is Not Adapted to Present Marketing Conditions

By George F. Gardner

Advertising Manager, Winter Brothers Company

IN almost every industry many small orders are filled at a loss to the manufacturer. And most of these losses can be directly traced to the use of list prices and the misuse of discounts.

Most manufacturers don't want to pass up the small orders and are ardently seeking some method whereby they can make some slight profit out of them. The majority have no desire to raise prices. One manufacturer I know is going to insist on a smaller discount on orders below a fixed amount.

Other manufacturers have approached this problem in different ways. Some charge postage on orders below a fixed minimum, but pay the carrying charges on larger amounts. It is apparent that our lists and discounts are geared to quantity orders, and quantity orders are the exception in these days of quick transportation and cautious buying. My own investigation has shown that all manner of products are suffering from the present unhealthy practice of granting too many discounts.

A tool maker's catalog carries the list prices of the items he manufactures, and the discount sheets pertaining thereto are freely distributed. This is particularly true of all manner of metal-cutting tools such as drills, reamers, milling cutters, taps, dies, etc. There is a discount sheet for the large dealer; another for the small dealer; a large consumer's sheet, and a small consumer's sheet. Then there are additional discounts to meet varying conditions. Which sheet the customer gets is not always based on the volume of actual purchases, but on his buying capacity.

It is plain to see that it is exceedingly difficult to classify fairly

the purchasing capacity of customers because their potential volume may be divided among several suppliers. Such practices enable the large capacity buyer to get low prices from all suppliers. With this advantage the buyer can and does spread his orders out in small lots among many suppliers. I leave it to my readers to figure out what each supplier gets out of it after allowing an extreme discount based on quantity orders.

On the other hand, a buyer who can point to only a much smaller volume may place orders which are much more desirable at higher prices.

The day has arrived when we need to put a lot of thought into how to sell small orders profitably. If the dealer is going to insist on buying in small lots; and if the large consumer with a number of little subsidiaries under its wing is going to insist that those same subsidiaries purchase their own requirements in small lots and independently of the parent company; then it remains for the manufacturer to devise a new marketing method whereby he can continue to manufacture on a quantity production basis, carry a large expensive stock, and sell it at a profit regardless of whether the quantity be large or small.

To do this he must resort to some system other than an abnormally high list price and a varying chain of discounts. Since he has been largely responsible for the vicious practice of buying from hand-to-mouth, he must now about face and inaugurate an incentive plan to induce his customers to buy in larger quantities—the larger the quantity, the lower the price.

Let us assume, for example, that a tool manufacturer makes and

Nov. 19, 1931

lists a given tool. This tool, if made in manufacturing quantities of a thousand at a time, could be sold in the same quantity at 50 cents each, and thus net the manufacturer a fair margin of profit. With this as a basis, let us set up a schedule of net prices to govern various quantities; superseding our present system of a fixed list price and a chain of discounts. The figures given are purely arbitrary for the purpose of illustration. These prices would be strictly net to consumers, and jobbers could be allowed a flat percentage for carrying the manufacturer's representative stock.

Our prices would then perhaps show up as follows:

Price each for quantities of 1,000: 50 cents. Price each for quantities of 500: 60 cents. Price each for quantities of 250: 70 cents. Price each for quantities of 100: 75 cents. Price each for quantities of 50: 80 cents. Price each for quantities of 12 or less: 90 cents.

Now, if the jobber purchased 1,000 at a time and sold 1,000 on one order to a large consumer, that consumer would realize that he was getting the jobber's price. The jobber in that case would have to rely on the commission paid him (say 5 or 10 per cent) by the manufacturer for stocking his tools. This would be wholly fair to all and eminently worth while to the jobber.

If the jobber bought 1,000 tools of this size, put them on his shelf and sold them in two transactions six months apart, he would be getting enough additional to pay for having carried 500 of them for six months. At the same time his customer would know that if he cared to carry the whole 1,000 in his own tool crib, he could buy them at the dealer's price; or on the basis of 1,000.

Through this plan prices could be set up for any number of items in relation to their sales volume. Consumers who were in a position to place satisfactory orders for their requirements would be able to buy those tools at prices less than those now prevailing. Dealers would buy reasonable stocks of standard items from the manufac-

turer because it would be money in their pockets to do so. They would carry these stocks on their shelves knowing that the fair price they received for small lots according to our quantity price scale would be sufficient to offset the expensive carrying charges. While the small consumers would not be able to use an increased quantity of such tools, they would, under this system, bunch their orders and anticipate requirements so as to take advantage of the best quantity prices. It is readily apparent that many consumers would quickly change their buying habits. The saving in clerical work alone all down the line would be enormous.

Let us now look at the other side of the picture, discounts and all. Suppose the list on this particular item is \$1.20 each, and the discount to the small consumer is 50 per cent; to the large consumer, or small dealer, 50 and 10 per cent; to the large dealer (and those large consumers and their subsidiaries who will insist upon it), 50, 10 and 5 per cent.

Selling 1,000 of these production tools the manufacturer would get approximately the same return as he would by adopting our sliding scale of net prices, or 50 cents. But he won't sell 1,000 at a time. The large consumer naturally buys for his immediate needs only, because there is no incentive to save money—since the unit price for a dozen is the same as for a gross. But to the manufacturer a dozen tools listed at \$1.20, less 50, 10 and 5 per cent is certainly not a profitable venture, as packing, shipping, and office overhead is much too high. So it follows that good business demands the large consumer buy in large lots if he is to receive a preferred price. Reducing the quantity purchased at one time increases the unit price; or else wholesalers have no place in the business structure.

As I have intimated, the modern urge is to buy only as needed and to make a quick turnover. Such a plan as I have outlined, properly worked out in any specific industry, would check this rank extravagance. The economies effected

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would react in better merchandise; more reserves for engineering; broader advertising policies; and a host of minor savings. Consider, if you will, the vast amount of time now spent in business figuring all sorts of discounts.

Such a plan would enable manufacturers to revamp their prices, many of which are now badly out of line with regard to costs. Standard sizes and styles which are now too high because their volume sales must carry the burden of other items that sell at a loss, would be reduced in price. Costly items to manufacture because necessarily made in small lots would be higher in price; but in much healthier relation to the whole because they would then bear their own higher marketing cost.

I believe this plan could be employed to good advantage applied to a vast number of products. If an incentive wage scale is good in the factory, then an incentive buying policy is good for marketing.

New Business at St. Louis

Freeman-Van Pelt-Allen is the name of a new direct-mail advertising business formed at St. Louis with headquarters in the Railway Exchange Building. Principals in the new business are: J. F. Allen, formerly with the space and media department of the D'Arcy Advertising Company, St. Louis; Jack M. Van Pelt, of the St. Louis *Star*; and H. B. Freeman, formerly with the Wabash Railway and the Gulf Pipe Line Company.

Cruiser Account to Parish-Burnham

Wheeler Shipyard, Inc., Brooklyn, N. Y., manufacturer of Wheeler Playmate cruisers, has appointed Parish-Burnham, New York advertising agency, to direct its advertising account. Magazines, class publications and newspapers will be used.

Sapolio Foreign to Mosse

Enoch Morgan's Sons Company, New York, manufacturer of Sapolio products, has appointed the New York office of Rudolph Mosse, Inc., to direct its advertising abroad.

B. E. Levy Leaves Coty, Inc.

B. E. Levy has resigned as president of Coty, Inc., New York, perfumes. Joseph F. Scanlan has assumed full charge of Coty, Inc., and its American subsidiaries.

Ogden Printing Head Buys Control of William Green, Inc.

Harry A. Gerson, president of the Ogden Printing Company, New York, has acquired a controlling interest in William Green, Incorporated, of that city. The new officers of William Green, Incorporated are: Mr. Gerson, chairman of the board, John J. O'Donnell, president, and Miss A. L. Green, secretary.

Mr. O'Donnell has been with the Green organization for twenty-three years, serving most recently as director, vice-president and general manager. Miss Green, daughter of the late William Green, has been with the Green company for fifteen years, the last five of which she has been in charge of production.

Executive and sales offices of the Green organization will be moved to 209 West 38th Street, the present location of the Ogden company.

J. H. Moore with Erwin, Wasey at Chicago

John H. Moore, formerly treasurer of the Pabst Corporation, Milwaukee, has joined the Chicago office of Erwin, Wasey & Company, as a manufacturing, sales and marketing counselor. Before joining the Pabst company, he was with the University of Wisconsin School of Commerce and the Wisconsin State Tax Commission.

Willard Fairchild with Fuller & Smith & Ross

Willard Fairchild, formerly art director of Batten, Barton, Durstine & Osborn, Inc., has been appointed art director at New York of Fuller & Smith & Ross, Inc., advertising agency. He will also act as art consultant for the company's Cleveland and San Francisco offices.

A. J. Rogers to Direct Marmon Sales

A. J. Rogers, advertising manager of the Marmon Motor Car Company, Indianapolis, for the last several months, has been appointed vice-president in charge of sales of that company. He has been with the company in various capacities since 1915.

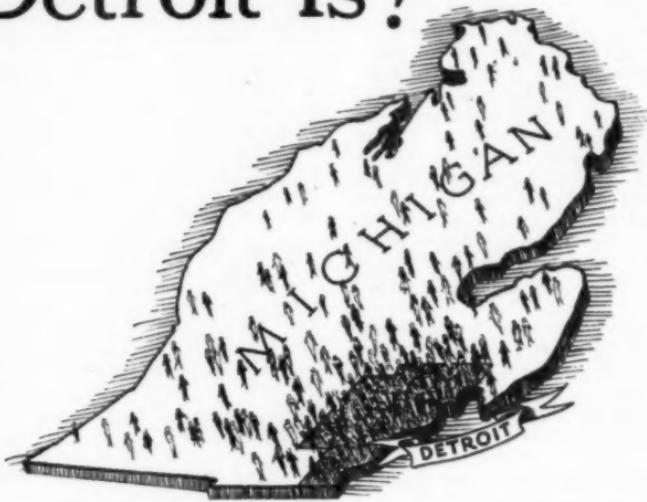
D. E. Provost Advanced by New York "Times"

Daniel E. Provost, for the last four years a member of the advertising department of the New York *Times*, has been placed in full charge of rotogravure advertising.

New Account to White Agency

The Earp-Thomas Laboratories Corporation, Chicago and Bloomfield, N. J., manufacturer of Farmogerm and Humo-germ, has placed its advertising account with the Frank B. White Company, Chicago advertising agency.

What a Market Detroit Is!



In the Detroit trading area (defined by Audit Bureau Circulations) live 53.6% of all the women in Michigan between the ages of 20 and 44.

WE MUST repeat the truism that women do the buying and influence the purchase of even that which they don't buy. In the Detroit market reside 53% of Michigan women in the buying age and The Detroit News reaches 71% of the homes with incomes of \$3,000 or more a year. In other words, here is a great concentrated potential buying area with a medium ready-made for reaching it at one of the lowest costs in America. Analyze this situation when thinking in terms of markets and media.

The Detroit News

New York Office
I. A. KLEIN, INC.

THE HOME NEWSPAPER

Chicago Office
J. E. LUTZ

Member of Major Market Newspapers, Inc.

Professor Vaile's Studies

THE CONOVER COMPANY
CHICAGO

Editor of PRINTERS' INK:

We would very much like to get a copy of the survey of the history of advertisers who increased or decreased their advertising appropriations in 1921. This survey, by Professor Roland S. Vaile, was referred to in an article in your issue of August 13, 1931, under the heading of "Hesitation or Advertising," by Roy Dickinson.

We have heard quotations from this survey by many advertising men, but have not been able to get a copy of it and would very much like to know how to do so.

B. S. GOBLE,
Advertising Manager.

PROFESSOR Roland S. Vaile of the University of Minnesota made a study of what happened to 125 national advertisers who increased or decreased their appropriations in 1921. The findings were published in the "Harvard Business Review," April, 1927. Copies may be obtained from the McGraw-Hill Book Company, 370 7th Ave., New York.

Continuing his work, Professor Vaile selected a group of thirty firms in each of two lines—namely, clothing and groceries—to see how they fared during two minor depressions; one in the winter of 1923-1924, and the second in 1927. These findings were given in "The Effects of Advertising During Depressions," in the January 1, 1931, issue of **PRINTERS' INK**—[Ed. **PRINTERS' INK**.]

De Soto Motor to J. Stirling Getchell

Effective January 1, 1932, the advertising of the De Soto Motor Corporation, a division of Chrysler Motors, manufacturing De Soto passenger automobiles, will be handled by the advertising agency of J. Stirling Getchell, Inc., New York.

No change in advertising agency is contemplated by any of the other divisions of Chrysler Motors. Advertisers, Inc., will continue to handle the advertising of Chrysler Sales Corporation, Dodge Brothers, Inc., Plymouth Motor Corporation, Fargo Motor Corporation, and Chrysler marine engines.

New Business at Milwaukee

The Joe Ott Advertising and Letter Service, Inc., has been organized at Milwaukee by Joe Ott. Offices are at North Broadway and East State Street.

Macy's Changes "6 Per Cent Less" Slogan

R. H. Macy & Company, New York, has reworded the statement it has been using in its advertising and which has been worded as follows: "It is Macy's policy to endeavor to undersell by at least 6 per cent the marked price of all of its competitors who do not sell exclusively for cash."

The new statement which will be used consistently in its newspaper advertising reads: "It is Macy's policy to sell its merchandise for at least 6 per cent less than would be possible if it did not sell exclusively for cash."

C. Holmes Affiliates with Scroggie Agency

C. Holmes, of Toronto, has affiliated his business as a counselor in advertising and marketing in French-speaking Canada, with the Geo. E. Scroggie Advertising Agency, Toronto. Mr. Holmes' business, however, will keep its separate identity.

To Manage Kearney & Trecker Advertising

Hugo Czerwonky has been appointed advertising manager of the Kearney & Trecker Corporation, Milwaukee, manufacturer of milling machines. He succeeds C. M. Cheadle, who has joined Scott and Fetzer, State distributors of sanitation systems.

Piston Ring Account to Western Agency

The Burd Piston Ring Company, Rockford, Ill., has appointed the Western Advertising Agency, Chicago and Racine, Wis., to direct the advertising of Burd piston rings. Business papers and direct mail will be used.

E. H. Wilcox, Manager, Kelvinator Exports

E. H. Wilcox has been appointed manager of the export division of the Kelvinator Corporation, Detroit. He succeeds R. A. Lundquist, resigned. Mr. Wilcox has been with Kelvinator since 1925.

R. S. Sherratt Joins Equity Service

R. Steele Sherratt, advertising manager of the Winthrop Chemical Company, and the H. A. Metz Laboratories, Inc., New York, for six years, has resigned to become a vice-president of the Equity Sales Promotion Service, Inc., of that city.

C. L. Nicholson with Washington "Daily News"

Charles L. Nicholson, formerly advertising manager of the Oklahoma City *Oklahoma News*, has been appointed advertising manager of the Washington, D. C., *Daily News*.

4 Tests that Talk

a
*Treasurer's
Language*





TEST NUMBER 1—These 2 identical Ipana ads, part of the regular Ipana campaign, happened to run in *Liberty* and another weekly, while *Gallup Reader-Interest Tabulations* were going on. For every dollar invested in each, the *Liberty* ad (left) stopped 35% more persons than the ad in *Magazine X* (right).

4 times this summer Bristol-Myers happened to run duplicate ads in *Liberty* and other weeklies. 4 times the *Liberty* ad stopped more men and women per dollar cost than its duplicates in other weeklies . . . stopped up to 182% more persons.

If you think of copy first and media second, these 4 exhibits may shock you.

In each exhibit the ads are alike. Save that they ran in different magazines.

Yet that difference showed . . .

1. A difference of 35 per cent in the effectiveness of the Ipana ad, above . . .
2. A difference of 40 to 173 per cent in the effectiveness of the first Ingram's Shaving Cream ad, above, next page . . .
3. A difference of 25 per cent in the effectiveness of the Sal Hepatica ad, bottom, next page . . .
4. A difference of 36 to 182 per cent in the effectiveness of the second Ingram's Shaving Cream ad, second page following . . .

And in every case—4 times in a row—that margin of greater effectiveness was given by *Liberty*, America's best read weekly.

How The Facts Were Found

Last July and August, Dr. George Gallup of Northwestern University, and his staff of investigators, called on 15,000 homes.

Wherever they found a current copy of one of the 4 mass weeklies—in 6 cities, for 6 consecutive issues—they leafed through the magazine with the reader, checking every editorial item that had been (a) *seen* or (b) *read*.

Because this method of magazine evaluation was the first attempt to hurdle editorial judgments, circulation volume or circulation policies—being a tabulation of what readers actually *see* and *read*—the Association of National Advertisers officially observed the work in 3 of the 6 cities visited.

Even way down here
The 5 INGRAM' bottles
look out Clean, Good flavor!

Even way down here
The 5 INGRAM' bottles
look out Clean, Good flavor!

Even way down here
The 5 INGRAM' bottles
look out Clean, Good flavor!

These ads (left to right) appeared in double column space in *LIBERTY*, in Magazine Y, and in Magazine Z

TEST NUMBER 2—These 3 identical Ingram ads, part of the regular Ingram's campaign, happened to run during the same period in *Liberty* and two other weeklies. For every dollar invested in each, the *Liberty* ad (left) stopped 173% more persons than the ad in Magazine Y (center) and 40% more persons than the ad in Magazine Z (right).

The Saline Cocktail
drink it down!

The Saline Cocktail
drink it down!

This double column ad
appeared in *LIBERTY*
(above) and Magazine X (right)

TEST NUMBER 3

These 2 identical Sal Hepatica ads, a part of the regular Sal Hepatica campaign, happened to run in *Liberty* and another weekly during the Gallup Test period. For every dollar invested in each, the *Liberty* ad (left) stopped 25% more persons than the ad in Magazine X (right).

The findings in each of the 6 cities agree substantially with the 4 Bristol-Myers results. A summary shows that, unit-for-unit of circulation, the average page ad in *Liberty* was seen and remembered by:

23% more persons than in Weekly "X"
112% more persons than in Weekly "Y"
48% more persons than in Weekly "Z"

And *Liberty*'s Post-Depression cost—down with commodity prices,

35% since 1926—makes this greater effectiveness available with larger schedules, at no greater expense.

Why Ads MUST Do Better in Liberty

Ads were found more successful in *Liberty* too often to be an accident. And it couldn't have been a question of bulk . . . others of the magazines ran fewer pages than *Liberty* during many of the test weeks.



TEST NUMBER 4—These 4 identical Ingram ads also happened to run during the test period, in *Liberty* and three other weeklies. For every dollar invested in each, the *Liberty* ad (left) stopped 182% more persons than the ad in *Magazine Y* (left center), 42% more persons than the ad in *Magazine X* (right center) and 36% more persons than in *Magazine Z* (right).

There are 3 definite reasons why ads **MUST** do better in *Liberty*:

1. *Liberty* is the big Post-War weekly . . . the only weekly built to order to fit the changed mental habits and cultural tastes of the people. It selects its famous authors and artists for their ability to hit dramatically, concisely, simply, in tune with the times which are as different from Pre-War days as Ford is from Gandhi.
2. This fast-paced editorial matter is offered in a fast-paced mechanical make-up: Compact page size. Every story complete in consecutive pages. Every ad next to live matter, not buried among hidden runovers.
3. Desirability of this new publishing formula is proved by more men and women asking for "Liberty" every week than any other magazine in America. *Liberty* needs no expensive subscription activities to get circulation . . . 99 per cent of its circulation is copy-by-copy purchase . . . When 99 per cent of your ads enter homes which bought that issue to read it right away . . . is it any wonder that you get greater value than when only 15%, perhaps, enter with the same welcome?

*Write For
The Gallup Report*

Many of the country's leading business executives have already seen full details of the 6 Gallup tests. Entire merchandising and advertising departments have had group meetings to discuss them. Tradition-free Treasurers, Presidents and General Managers, primarily concerned with new routes to profits, have taken sudden interest in their advertising plans, acted with dollars-and-cents contracts on these *First Facts* in the sea of advertising sentimentalities and generalities.

You, too, are invited to write for your copy. It will be presented by a *Liberty* representative. Address *Liberty*, 420 Lexington Avenue, New York City.

Liberty

AMERICA'S Best Read Weekly

The Emotional Kick—Radio's Priceless Ingredient

Even a Troupe of Acrobats in Their Clowning, Will Show a Recognition of a Vital Principle of Showmanship That Radio Sponsors Overlook

By John Eugene Hasty

ARADIO program, being in the nature of a show, should contain showmanship. But what precisely is showmanship?

I have heard the term defined as the art of holding the interest of the greatest number of people with the least possible effort on their part; but showmanship, I think, goes somewhat farther than that.

Good showmanship works to produce a definite and predetermined emotional effect. It is through such an effect that an audience is attracted and held. We don't go to the theater merely to see people moving about, and to hear them conversing. What we pay our money for at the box office is the experience of laughing, crying, marveling at the performer's skill, having our emotions stimulated in one fashion or another. In brief, we go to the theater for an "emotional kick."

The radio program which fails to include this "emotional kick" may—like the steam shovel—gather a casual audience of listeners who haven't anything better to do. But so far as getting genuine attention and interest, and focusing that attention and interest upon an advertising message, it's about as useful a device as a steak knife at a vegetarian banquet.

This doesn't necessarily imply that a good program has to keep its listeners constantly on the edge of their chairs, or plumb great emotional depths. But if it is to make effectual contact with the listener at all—if it is to secure anything more than indifferent attention—it must appeal to the listener's feelings. Moreover, as it has to

attract and hold a large and varied audience, it must make its appeal to a common emotion—sympathy or friendliness for a character—curiosity—suspense—or the emotions that produce laughter or tears.

The "emotional kick" test, then, is an excellent one by which to judge a radio program. Unfortunately, the listener-in hears a fairly continuous procession of programs like this:

Station Announcer (who has been talking about shoes and ships and sealing wax since 6 o'clock): And now we present the Sun Soap Hour (It's really only a half-hour) which comes to you under the sponsorship of the Sun Soap Corporation, manufacturers of (Guess) Sun Soap. Only the purest ingredients are used in Sun Soap. That's why it's recommended by physicians and skin specialists



Creative Studios, Inc.

everywhere. For a clear, smooth, satiny complexion, use Sun Soap.

Orchestra: Theme number, "Hymn to the Sun." (This would be a great tie-up if more than 2 per cent of the audience knew what the orchestra was playing.)

Orpheus Overture: (Ho-hum).

Announcer: Hawaii—the land of golden dreams and golden sunshine—is expressed in this next number.

Steel Guitar: "Song of the Islands" (It would be).

Announcer: You are listening to the Sun Soap Hour. Mme. Sounjeré will sing "Caro Nome," from the opera "Rigoletto," by Verdi. (Just to show the palookas we know our stuff.)

Vocal Solo: "Caro Nome."

Orchestra: "Les Millions d' Arlequin." (A tough one to pronounce, so the announcer lets it go without a plug.)

Announcer: Presenting the Sun Soap Serenaders, (Slick alliteration that. Bet you the client thought of it.)

Quartette: "Swing Low, Sweet Chariot," followed by something about finding a little Elf Man—with a tee and tee-diddle-dum.

Announcer: The Sun Soap Ensemble in selections from Victor Herbert's musical comedy hit, "Mlle. Modiste."

Ensemble: Selections from "Mlle. Modiste." (And does Mme. Sounjeré sing, "Kiss Me Again?" Don't be silly.)

Announcer (with musical background—"Evening Star.") You see the program opens with "Hymn to the Sun," and closes with "Evening Star." The idea is that it's something like the day—you know, starting out with sunrise, and—Oh, but you get it) : And so once again the manufacturers of Sun Soap have brought you a half hour of worth-while entertainment. And as the sweet strains lull you to pleasant dreams, remember there is only one Sun Soap. You'll know it by the yellow wrapper, and by the name "Sun Soap" on the label. The Sun Soap Hour will be with you again at this time next Wednesday evening, and now—(Pause—*Rising inflection:*) —Good-night. (Well, that's that.)

Granting that this program strikes an average taste level, that its musical selections are melodic and varied, and its artists competent, there is still nothing in it that would intrigue Mrs. and Mr. Joe Doakes, of Kokomo, to pick it out of the ruck and run of an evening's radio presentations. It may fall pleasantly upon their ears; but they're not going to put down the newspaper or a bridge hand in order to listen, nor twist the dial to find it. It is minus a point of contact with its audience.

At the risk of going academic, let me explain what I mean by point of contact. Most people are not so much interested in events as in the character around which the events center. Novelists and playwrights do not deal simply with things happening, but with the individual *to whom* they happen. Even a revue show is built around a master of ceremonies, and a concert around a conductor. The entertainment, then, becomes something of a personal matter between this individual and each listener.

Judging from the numerous broadcasts which I have endured for the sake of scientific research, this rather elemental principle of showmanship has yet to be learned by most builders—and sponsors—of radio programs. And, in a sense, it is even more necessary a principle to the radio than to the novel and theater. For while a point of contact gives to a story or play the qualities which my handbook of rhetoric calls unity and coherence, to a radio program it gives the additional quality of sincerity.

Introduce into your program a special announcer, or master of ceremonies, who has the knack of projecting his personality over the air and making people like him, and I'll risk my reputation as a prophet that you'll have a greater number of people listening to what he says about your product—and, what's more, believing it.

I should like to hazard the opinion that, after all, since it's the announcements which sell the merchandise, the program should include someone capable of deliver-

ing them in a human and listenable manner. Of course, I may be all wrong. Maybe it isn't the announcement that sells Sun Soap. Maybe it's Beethoven's *Adagio* from the Fifth Concerto.

Let's have a look at this idea of a special announcer or radio personality. He brings to your program a fresh voice in which enthusiasm has not been dulled by announcing from four to eight programs during the course of a day—a voice that belongs to your show exclusively—a voice not so patently rented. He establishes a contact with the audience—lends a living, vital, personal quality to the entire program—gives to airy nothing a local habitation and a name. Admittedly, he also brings a disadvantage—the ever-present possibility of his stampeding to another program, and taking his audience with him.

Fortunately, this can be easily enough forestalled by the use of a pseudo - personality—a fabricated character, created for the program just as a character is created for a play. For example, a commercial program, broadcast over a Pacific Coast network, required a certain type of master of ceremonies. The character was first created on paper, carefully worked out by the program builder, and an actor engaged to play the part. His lines were written for him, he was not permitted to ad lib nor to inject his own personality into the part. He interpreted the character just as if he were interpreting it on the stage. Moreover, an understudy was provided in the person of a young man who had a minor part in the program. The understudy was coached and rehearsed in the role, and even permitted, from time to time, to take the place of the star in actual broadcasts. Should the leading man have decided to jump the traces, the understudy would have continued with the part, without the public being any the wiser. Nor could the star have cashed-in on his reputation made in that character, since the name of the character is the property of the sponsor.

These thoughts lead to the conclusion that the elements of a

good radio program are suspense, laughter and tears. These are qualities generally associated with dramatic rather than musical programs, although the latter may have something of each.

Suspense, in this sense, might be defined as the property of keeping the audience wondering what is coming next; and movement is the essence thereof. The program should be unfolded, as a story or play is unfolded, not tossed out in hunks. Avoidance of changes in tempo and mood, modulations between selections, musical backgrounds for the announcer, and continuity in harmony with the program itself are some of the devices for producing movement, although the sponsor need not be familiar with technical manipulations to perceive whether or not the effect is there.

Laughter and tears are such old and tested means of winning an audience that their efficacy is apparent to anyone—except sponsors and builders of radio programs. Even a troupe of acrobats will do a bit of clowning now and then, not because their merit is judged by their ability to get laughs, but because it's a sure-fire way of gaining the sympathy of the audience. If your listeners are laughing at your program or crying over it, you don't have to wonder whether it's getting attention.

Humor and pathos, of course, cover a wide range—from a grin to the vulgarly termed belly-laugh, from a pleasurable sensation of sadness to a crushed and dampened handkerchief. In any degree, and in the hands of a capable master of ceremonies, they're a short cut between the microphone and Mrs. and Mr. Joe Public. They supply the "emotional kick." Remember that life for Mrs. and Mr. Joe Public is a rather drab, humdrum affair. There is little in it to set pulses throbbing. Lifting them out of their environment, making them forget for a little while the bills and the grind at the office and the three meals a day, is probably the very quintessence of showmanship. And if it isn't, it's still a good thing to look for when you're considering a radio program.

Corner Stone

Blessed are all things which remain constant in these jittery days. They provide something to which we can safely cling, a fixed base upon which we can hope to build structures that will not collapse when the unforeseen happens and others less securely based go down.

Of its kind nothing has been more constant in these uncertain days than the Chicago American's circulation leadership in its field. That leadership is essentially as great in extent today as it was two years ago and has been in all the time intervening.

If you have any knowledge at all of the history of Chicago's evening newspaper field since its beginning, you will sense the deeper significance of this fact—you will realize that it marks the end of a tradition in Chicago.

Advertisers in planning their advertising strategy in Chicago have one fixed factor to simplify their problems—an evening paper which dominates its field in good times and bad and which is read from preference uninfluenced by habit.

CHICAGO AMERICAN

a good newspaper now in its ELEVENTH YEAR of circulation leadership in Chicago's evening field.



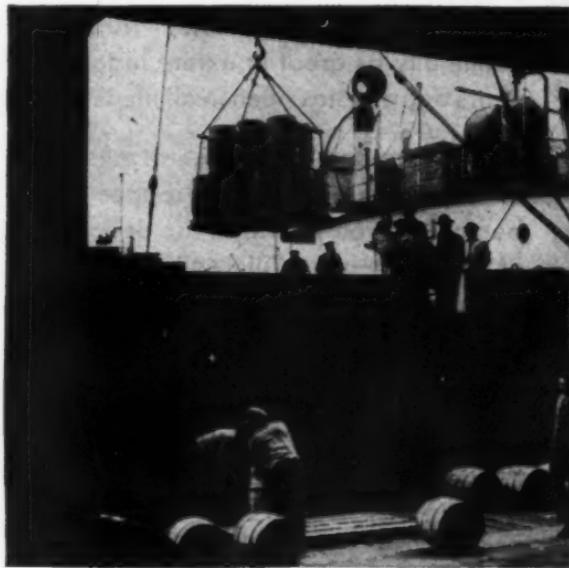
National Representatives:

RODNEY E. BOONE ORGANIZATION

Pullmans and Apples . . . and

The splendid shipping facilities offered by Baltimore—its 33 overseas lines and 8 coastwise lines, its rail rate benefits, economic transfer of cargo between rail and water, low cost storage and handling—are reflected in the contrast of export shipments here illustrated.

On November 5, when 21 Pullman cars were being loaded on boat for Brazil, 9700 barrels of apples were being put aboard vessel for England . . . Pullmans and apples, bank vaults and flour, coal and spices—through the Port of Baltimore to the far corners of the earth.



Testifying to the added efficiency and the economy afforded patrons of this Port is the newly acquired exportation of apples. So far this season (to November 15), a total of 200,000 barrels of apples have passed through the Port of Baltimore for foreign countries. In contrast with the 800 barrels exported here during the whole of last season.

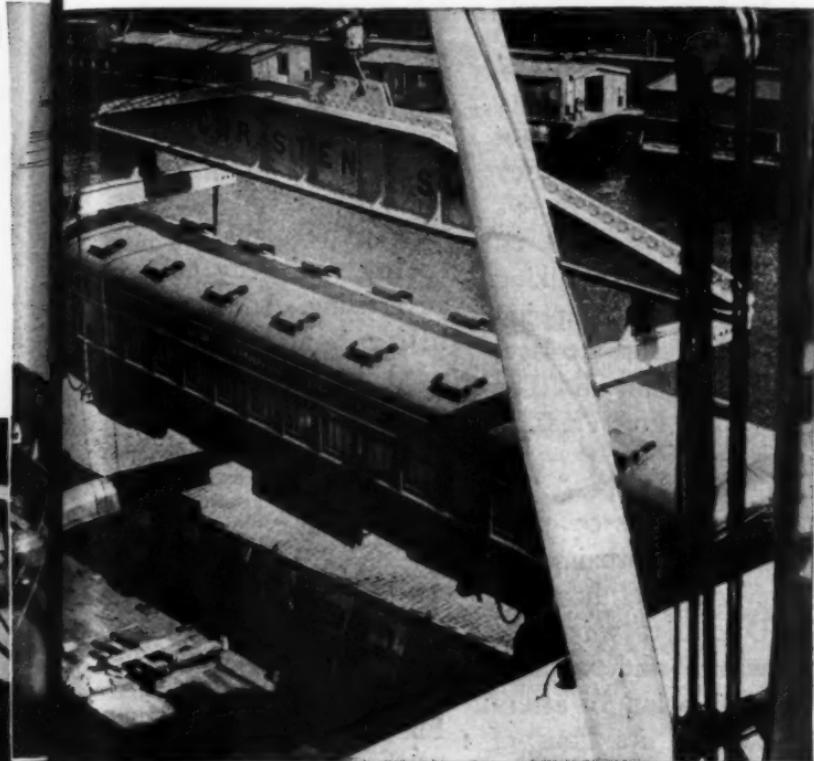
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... and the Port of BALTIMORE



Yes, Baltimore and its Port are showing above-average business activity. And, as most advertisers already know, Baltimoreans are most readily reached through regular use of the advertising columns of The Sunpapers—morning, evening and Sunday.

THE SUNPAPERS in October Daily (M & E) 294,243

THE



MORNING

New York: John B. Woodward, Inc.

Atlanta: A. D. Grant

San Francisco: O. Geo. Krogness

SUN

SUNDAY

Chicago: Guy S. Osborn, Inc.

Detroit: Joe R. Scolaro

ON the desks of men of affairs—in the homes of those who help "set the pace" in the community in which they live—wherever there's buying power in Detroit worth talking to—worthy of tapping with a sales message, there you'll find The Detroit Free Press.



HERE is coverage of approximately every other home in Detroit, without waste, and without duplication for attention at its hour of market-penetration.



BACK of it all is the salutary effect of a hundred year old

newspaper, guaranteeing stability to advertising. And stability is a definite need in these times when all things are being called into question.



USE whatever mediums you will in Detroit, you cannot well reach The Free Press market without using The Free Press. Nor the real buying power of the Detroit market without The Free Press.

The Detroit Free Press

VERREE &
National

New York

Chicago



CONKLIN, INC.
Representatives

Detroit

San Francisco

A Merchandising Idea That Set Our Factory Working Overtime

How a New Sterling Silver Model Is Being Used as a Basis for an Unusual Typewriter Promotion Campaign

As Told to Charles G. Muller by
Gordon Laurence

Advertising Manager, L. C. Smith & Corona Typewriters, Inc.

FOR many months we have been hearing and reading that one good way to stimulate business in most industries is to develop a new idea, to bring out something new. Theorists have been telling us that there is a ready market for products which are in keeping with their times.

Then it occurred to us that, in connection with portable typewriters, it might be wise to try something different. Regular promotion, forceful though we believed ours to be, was not keeping our sales at a profitable level.

Records showed that portable typewriters still are being bought. Some way ought to be available to divert more of the current business to our particular product.

We decided, therefore, that we would try to get such additional regular business by bringing out something brand new in the way of a typewriter. Accordingly, we designed a new portable typewriter. We combined our Smith construction and our Corona style in a machine which we considered to be the last word in modernity. As there are about a million Smiths in use and about a million Coronas, too, we called the new model Smith-Corona.

We considered eighteen or twenty plans to introduce the new machine. One by one we discarded them. Finally we hit upon a plan which has put our factory a month behind in supplying orders despite Saturday, Sunday and holiday overtime work.

This idea was to give typewriters a new atmosphere along with a new dress. Around the dealer's window—which is what brings our trade the big majority of business—we would create an unusual atmosphere.

We reached our decision by stages. We already had picked the Smith-Corona name—partly because of the reasons already given and partly because we believed we could get additional business from people who knew about Smith machines but who did not know about Coronas. Second, we thought of some sort of gold background for the atmosphere. We did not know just what, but we did not lose much thought over that problem because at the time we were cogitating various nations began going off the gold standard, and gold did not seem to be such an attractive background after all. We then decided on a silver background.

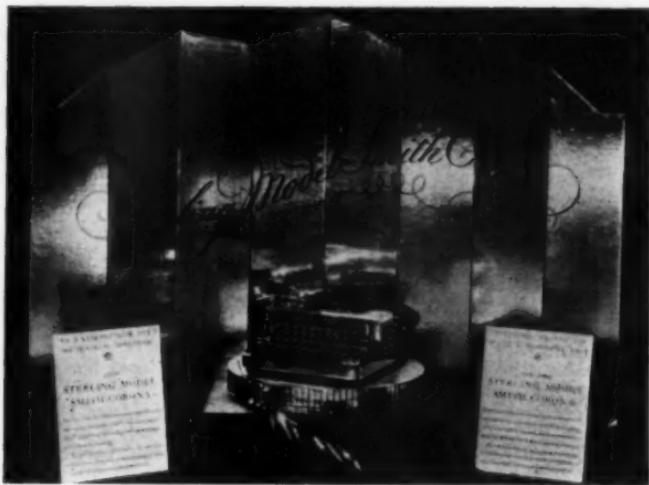
A Chance for a Hallmark

The idea of silver in connection with a piece of machinery seemed at first a little incongruous. It then occurred to us, however, that the idea was not so queer because we could put a silver medallion on each machine as a sort of hallmark.

Then we decided to have the Gorham Company make a sterling silver typewriter which would be the high spot of a dealer's window display and which would provide all the fine background and novelty that anyone could ask.

We called the new line the "sterling model." And to set off the actual silver model still further, we designed a very special leather combination carrying case and week-end bag.

On October 25, four of our executives started to cover the country to present the new idea to dealers. In the back of our minds was the thought that if we could place about 175 of these silver machines in the hands of key dealers, we would be eminently successful.



A Sterling Silver Model of the New Typewriter Was the Feature of a Special Window Display Sold to Dealers

Our four executives made one-day calls in various towns. In the morning they talked at a retail sales meeting of our own branch salesmen. At noon they talked at a dealer luncheon arranged by the branch. The story these officials told was attractive.

A \$127.50 window display was offered to dealers, consisting of a sterling silver machine, an elaborate silver window background screen of tin-foil on wood, and handpainted display cards and floor covering, and a glass display case for the interior of the store. But, we pointed out, the wholesale price of the silver typewriter itself corresponded to the list price of the ordinary machine, and this complete outfit was sold to dealers at merely the wholesale price of the silver machine. Therefore, if the dealer sold the silver machine at a suggested \$125 figure, he would make a good profit and also obtain a fine window display at low cost. If he did not sell the special machine, he still would have a fine display and he could remove the silver case, put on one of the regular cases, and sell the machine as an ordinary item. The silver case he then could take to his local silversmith, if he wanted, and get

the market price for silver. In any event, he stood to lose nothing and to gain a good deal.

By the second week in November, instead of selling about 175 dealers, we had orders in hand for 350 of the silver model, with anticipated orders from a suddenly created public demand that seems likely to total close to 1,000 by the first of the year. And where we had hoped to get some stimulation of business through the introduction of the new sterling model in its standard case, we began to get orders faster than the factory could ship.

Orders were two to three times expectations. Then, as a whole month's unfilled orders piled up, the factory was put on a six-day schedule and then set to work Sundays and nights.

That we had far under-estimated results from our plan was driven home not only by returns such as these from our contact with the trade but by returns from a page of consumer advertising in a half dozen national weekly and monthly magazines. The day after one of these advertisements appeared, we had 100 coupons in our office from readers who wanted details of the new model. Our New York retail

"Or what have you"?

We all have something to trade—for the other fellow's

\$ \$ \$

**Charles
Francis
Press...**

461
Eighth Avenue
NEW YORK

PRINTING CRAFTS BUILDING

And believe it or not—there are plenty of dollars to be captured, even if it does take big league methods to do the trick.

When you are planning ways and means to conjure the coin out of one-way pockets, don't overlook the pulling power of a good, big

BROADSIDE

We have done some dandy ones lately, and the customers tell us that they are bringing in the business.

If you would like to see samples, just say the word.

store began to pick up in business at once. And a New Haven dealer, urging immediate shipment, told us he had sold seven machines right from the magazine advertisement without having a single model in stock. Then we had word that a leading jeweler in Philadelphia and the Gorham Company in New York are going to put the silver model in their Christmas windows—to sell our product as jewelry.

Some details of our introduction of this new product to the trade have special points of interest. On the twenty-fourth of October, when our executives took to the road, we mailed to our dealers a five-page letter and order blank. This letter went into detail about the plan. Among the many dealer helps announced in this letter were three which we consider outstanding.

First of these was a new form of guarantee. Instead of providing a little tag, we made a 6x9 inch piece of fine Japan paper into a little folder whose outside bore our silver medallion and the words: "The sterling model Smith-Corona Service Guarantee." Inside, the medallion was reproduced and a neatly dressed warranty certificate left room at the bottom for signatures of both purchaser and dealer. Space for the serial number of the purchased machine consisted of finely ruled lines which cannot be tampered with.

Second, we worked out a "one-minute demonstration." We made up small pocket-size cards, headed by the medallion and succinctly setting forth a practical demonstration for the clerk to give to a prospect. All necessary points were made in this brief talk—from advantages of the new model to a time-payment plan.

The third dealer help was another new form of a practical aid to those selling the consumer. Although dealers very thoroughly know the various sales points of all the machines they handle, they often find it difficult to explain these differences tellingly. To give dealers not only a handy reference but also something concrete which they could leave in the prospect's hand, we made up, on a silver

background, a folder listing "19 Specific Ways in which Smith-Corona is different from and superior to other makes of portables."

The inside of this folder listed the points in the form of such questions as "Is the touch adjustable?" and "Can machine be used off baseboard?" Opposite these questions were columns headed by our own machine and those of four others labeled A, B, C, and D. Yes or No was put in each column, according as the machine answered the question. To the left of these numbered questions was a non-technical explanation of each of these questions so that prospects inexperienced with typewriters could clearly understand each point.

In another section of this folder was a thirty-word explanation of why the new model is particularly adapted to students, writers, doctors, linguists, and other specific types of users.

These new types of dealer helps were in addition to such other aids as special sterling-model letter-heads, return postcards to be sent to prospects, etc.

Our national advertising direct to the consumer in media which include, beside the national media already referred to, juvenile magazines and class groups, has been running just a week at this writing. Returns from the first week's retail business have equaled the dealer expectations which set our factory to working overtime.

By developing a new product and backing it by new promotion ideas, we find ourselves in the position of getting unusually good business in our industry.

C. F. Ross with St. Louis Agency

C. Fred Ross, who formerly conducted an advertising business under his own name at Los Angeles, has been made vice-president of the Seymour Schiele Advertising Company, St. Louis.

General Tire Acquires Yale Tire & Rubber Company

The General Tire & Rubber Company, Akron, Ohio, has purchased the Yale Tire & Rubber Company, New Haven, Conn., and will operate that company as a subsidiary.

TRUE STORY was the only women's magazine with a gain in advertising lineage for November 1931 compared with the same month in 1930, according to the four-year summary of advertising in the November 12 issue of Printers' Ink.

True Story revenue for November shows an even greater gain than lineage for the same period. Advertising lineage gained .9% and revenue 3.56%.

True Story continues to gain month after month and year after year because it is one of a very few magazines in which the advertiser can buy quantity and quality circulation all for the same dollar.

93% of the readers of True Story walk up to the newsstands and voluntarily purchase the magazine for 25c a copy. No other magazine even approaches the tremendous newsstand sale of True Story.

This combination of voluntary newsstand sale and a 25c purchase price, automatically insures the advertiser of reaching housewives in True Story with money to spend, who read the magazine from cover to cover.

The purpose of advertising is to sell merchandise, therefore the advertisement must be seen—and read—and the reader financially able to buy.

True Story gives the advertiser this assurance—and more. That's why advertising lineage and revenue in True Story are still increasing even in 1931!



STORY conference in the
lane of darkrooms, where
films turn into stories.

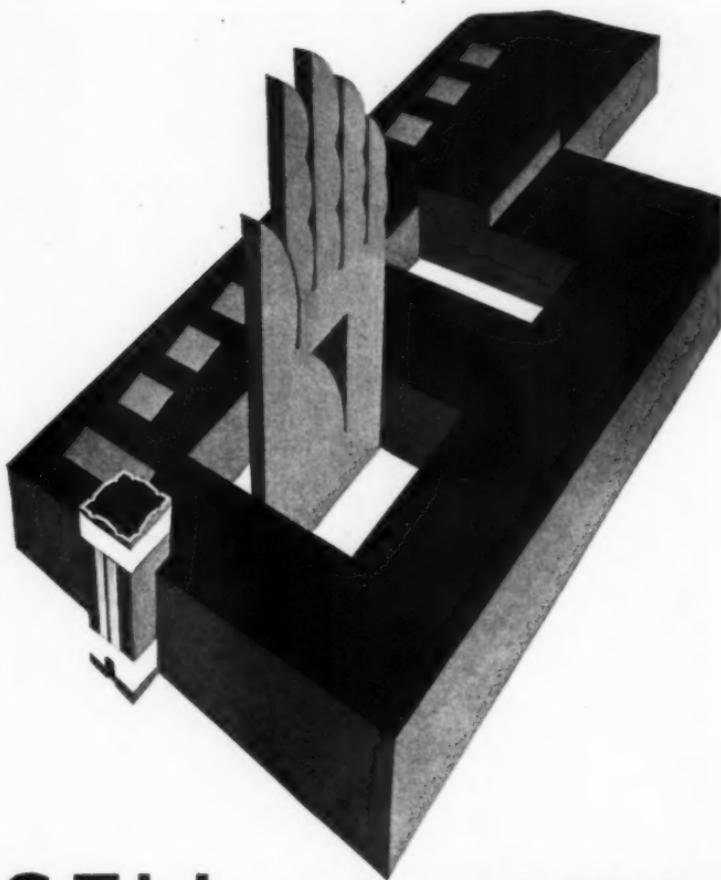
CAMERA reporter at work,
sans noise or paraphernalia.

P I X

Reporter with the hardest job, he can't fake, can't phone, can't get his story second-hand . . . but must get it fast, get it right, get it first, get it in film, and get it home! And he does, giving The News the finest pictures in the world. Twenty-eight modern darkrooms house the local camera staff of thirty-five men and their helpers. Elsewhere hundreds of correspondents and the Acme (subsidiary of United Press) and A. P. picture services keep shutters clicking over the rest of the world. Pictures come in by mail, ship, courier, plane and A. T. & T. transmission. Our exclusive Bartlane process provides cable transmission from Europe . . . Cameramen and good pictures come high, bring our picture bill above \$275,000 a year . . . But the best pictures make and keep growing the largest circulation in the world, coax eyes over every page and every advertiser's message,—and have contributed to the high leap of News linage these last two lean years, and in the ten years preceding . . . News expenses are up, but the News milline is lower than ever, making News space an even more economical tool for more business! . . . Buy now!

THE ☒ NEWS
NEW YORK'S PICTURE NEWSPAPER

220 EAST FORTY-SECOND STREET · NEW YORK
Tribune Tower, Chicago · Kohl Building, San Francisco



SELL AUTO MATI CALLY

The tortuous test of today's economics reveals the natural brilliance of a selling method over 40 years old. Your products placed in coin operated sales machines rule the vantage points of distribution. Cost is slight. Results are speedy. Advertising value is astonishing. Let us show you how a machine can sell your product automatically. Popular book "Automatic Merchandising" sent you gratis

MILLS NOVELTY COMPANY
4100 FULLERTON AVENUE, CHICAGO, ILLINOIS

Rate Question Boils at Advertisers' Convention

The Association of National Advertisers, at Its Annual Meeting, Also Hears about a Plan to Stimulate Recovery

WASHINGTON, D. C.,

Nov. 16, 1931.

TWO hours were spent in opening meeting discussion of advertising rates at the annual meeting of the Association of National Advertisers, in session here. The viewpoint of advertiser and advertising agency was explained at length by several spokesmen. Up to the last minute it was expected that a representative of the publishers would accept a place on the program, but advantage was not taken of the invitation.

Lee H. Bristol, president, outlined the thoughts and opinions of advertisers, in terms of anticipated results to advertiser and publisher. T. L. L. Ryan, of Pedlar & Ryan, agency spokesman, said that the agency, steward for the advertiser's appropriation, is vitally concerned in the matter of rates in order that clients shall get full value.

Fears were expressed in some quarters that the meeting would attempt to force publishers into an embarrassing situation. What was said was frankly spoken. There was no animus. The discussion undoubtedly has helped to clarify reasons for opposing viewpoints and has lifted the subject out of the category of an A.N.A. attempt to raid publishers' rates, as some people thought would be the case. The discussions were put on a basis that publishers should give advertisers more effective circulation; that advertisers should buy circulation more carefully.

The spirit of the meeting was summed up by Mr. Bristol when he said that the gathering, to which publishers were invited, was for the purpose of discussing a question of common interest to all. "It is not our desire nor our purpose," he said, "to attempt to write the publishers' tickets on rates. We would not, if we could. I am certain the agent would not."

"We want the publisher to pros-

per, we want the advertising agent to prosper. We know that if they do not, they cannot serve us. On the other hand, we realize that they must understand that they cannot prosper unless we prosper or unless we at least live within our means."

He declared the advertiser to be a manufacturer, first and foremost; that advertising is only a tool, and like any other tool must be employed to do a job at a profit above cost. If any medium failed to justify itself, that medium would have to give way to mediums which would justify their use in profitable results.

"Does the publisher go over his cost sheet as does the manufacturer," asked Mr. Bristol, "checking items he might eliminate here and there? Does he say to himself, 'It costs me so much to make these extra 20,000 sales; that so much must come from advertising; ergo, I cannot reduce my rates?' Or does he say, 'It costs me so much to make these extra 20,000 sales; that so much is too much, therefore. I will let my sales take their normal course, save that much, reduce my rates and go after more advertising, thus opening the door to possibly a net gain in revenue?' It took many manufacturers a long time to learn that spending \$20 to sell a \$5 case of goods is bad business."

Mr. Bristol left this thought with his fellow advertisers:

"A dollar spent for advertising must produce a dollar's worth of advertising or it were better not to spend it. I fully believe in the fact that advertising can be a tremendous force in business but of what use is that force if it costs so much to produce it that there is nothing left with which to follow up the leads it creates?"

For publishers, Mr. Bristol left this thought:

"A customer is only a customer

as long as he is making the money to be a customer. If he is a satisfied customer when times are bad, he will be a better customer when times are good. We are your customers. We depend on you but probably not to the extent that you depend on us. There was once a goose that laid golden eggs. She was killed. It was a sad affair."

Mr. Bristol's exposition completed, comments were invited. C. F. Farnham, American Stove Company, asked that leading publications in the women's field, for example, might get together and agree on what would be normal circulation—that is, circulation that is not forced. J. S. Johnson, of Johnson & Johnson, asked how an advertiser is to pick a medium that is not using forced circulation methods. In reply, Mr. Bristol recommended a fuller use of page three of A.B.C. reports.

David F. Kahn, of Estate Stove Company, declared that if publishers are charging too much, it is up to the advertiser to get action by the usual methods that meet overcharging.

Speaking from the standpoint of an advertising agent, Mr. Ryan said that publishers in general have not convinced treasurers that rates cannot be reduced—that the stories publishers tell to justify their positions, fall on stony ears.

He sees no obligation for any publisher to reduce rates. It is the publisher's right to state the price as it also is the buyer's right to decide whether the space is worth it. Mr. Ryan displayed a chart to illustrate what rate reductions can do. A publication which was in tenth place in a rating of various factors, with lowered rates, jumped to fifth. Seven magazines were on the list, so the publication got under the wire with eight pages, and, on two other campaigns, ten pages more.

"So much for magazines on whose necks demands for rate reductions fall most heavily," said Mr. Ryan as he turned to the local-national rate situation in the newspaper field. The point made here was that newspapers, especially chain-owned newspapers, should

allow quantity discounts on volume business placed by a national advertiser.

William B. Benton, of Benton & Bowles, declared there are only two ways to stimulate effectiveness of advertising. "Each one of our clients and each manufacturer here," he said, "is seeking some way of stimulating his next year's advertising." First, there is a solution in better technique, and, second, there has to be some way of getting more advertisements in front of more people. He asked if reduced rates would not permit advertisers to get more messages before prospects and so increase the effectiveness of the money they have to spend.

He told of going to a cigarmaker with an idea for a newspaper campaign. The prospect confessed he did not have enough of a profit margin to consider newspaper advertising. Therefore, he is putting the bulk of it into radio.

An Inexorable Law

M. Demming, of E. I. du Pont de Nemours, thanked the rate problem for having schooled him so thoroughly in media values. Also, he explained, he is no longer worried over the problem since he took it to one of his company's vice-presidents. This officer told Mr. Demming that du Pont had faced situations where price reduction seemed impossible. Faced with competition, ways to reduce prices were found. Said this executive: "There is one inexorable law, the law of supply and demand. If the present period lasts long enough, you will have rate reductions."

Nelson B. Poynter, business manager of the *Washington News*, expressed a sympathetic understanding of the advertiser's problem. He pointed out, however, that the advertiser today benefits from greater attention value with space in a twenty-eight-page paper than when he had to compete with more advertising in a larger edition.

P. J. Kelly, advertising manager, the B. F. Goodrich Company, made the audience of advertisers and publishers chuckle with his open statement of the success his com-

Here's How Times Have
Changed in PITTSBURGH

FIRST in Department Store Linage —Daily and Sunday

In October The Sun-Telegraph led the other Pittsburgh newspapers in Total Department Store Advertising—both daily and Sunday.

Seven of the ten Pittsburgh department stores showed a decided preference for this newspaper. These seven stores, which used 85 per cent of all the department store space appearing in Pittsburgh newspapers, placed 60,155, 13.1 per cent more lines in The Sun-Telegraph than in the other evening and Sunday newspaper.

Based on figures by Media Records, without
alteration or adjustment of any kind.

THE SUN-TELEGRAPH

NATIONALLY REPRESENTED BY
PAUL BLOCK AND ASSOCIATES

pany is meeting in getting the local rate. He regretted having to be "crooked," as he expressed it, in getting around the obstacles newspapers set up to prevent his company getting the lower rate. A careful record was kept, and the agency reimbursed with its 15 per cent for the business so placed.

The last word on rates, at the open meeting, was said by Stuart D. Cowan, whose main subject is reported elsewhere in this issue. "I think all publishers would make more money," he said, "if rates were reduced in line with normal circulation. Some newspapers have 20 per cent forced circulation which has no value for the advertiser, who is compelled to pay exorbitant rates for it." He quoted a publisher who asked that it be pointed out that advertisers get what they make it easy for publishers to sell; that advertisers have been buying space on a gullible basis. "We'd like to clean the situation up," said this publisher. "The advertiser should stop buying quantity and buy quality. We'd like to squeeze out forced circulation. I am ready to go ahead and so are others. But we can't begin without the help of advertisers, for if we did so we would lose to our competition."

Sacred Cows Are Attacked

Aside from rates there was a pungent address by E. St. Elmo Lewis, who reviewed the course of advertising since 1921. The sacred cows of advertising were given some rough treatment. Advertisers have developed a sophisticated public, he said, and yet there are advertisers who think the public are all morons. It is only a fool, to sum up Mr. Lewis' criticism, who thinks he is writing to fools.

"The Bok Awards," he said, "insofar as they referred to copy and design, were the final flowering of a dying school that scorned the selling test. It represented a school of advertising copy writers which prided itself on the abstract literary qualities of its performance and felt rather chagrined when Mrs. Jones indicated that she understood what they were talking

about. We are recovering from the bad effects. Some day we shall have awards to the men and women who have made the little go the farthest."

Conditions economic were summed up by Virgil Jordan, of the *Business Week*. He sees the country bored with the depression and ready to follow a lead or leader upward when appearing.

Foreign developments, he avers, will not hold back recovery in the United States, not for long in any event, for we have reached a level of resistance. Further, recovery at home must precede recovery abroad.

A plan to stimulate the recovery was outlined by Carl Byoir, Havana publisher. This plan is now under consideration and whether it will be executed under Government or private initiative will be decided during the week.

Approval of Government representatives and business groups, including the directors of the A.N.A., has been obtained. The peace emergency has its counterpart only in the World War emergency, and it will be the purpose of this plan to function as business and individuals operated during the war with Four-Minute Men, organized effort and publicity.

It will use existing set-ups throughout the organized fabric of the nation. It will encourage buying on a wide scale, appointed days being set for different commodities. The idea is to establish a leadership which will promote buying and employment. Already 100 men, through private subscription, have volunteered to finance the campaign which will function through machinery much as did the Liberty Loan drives.

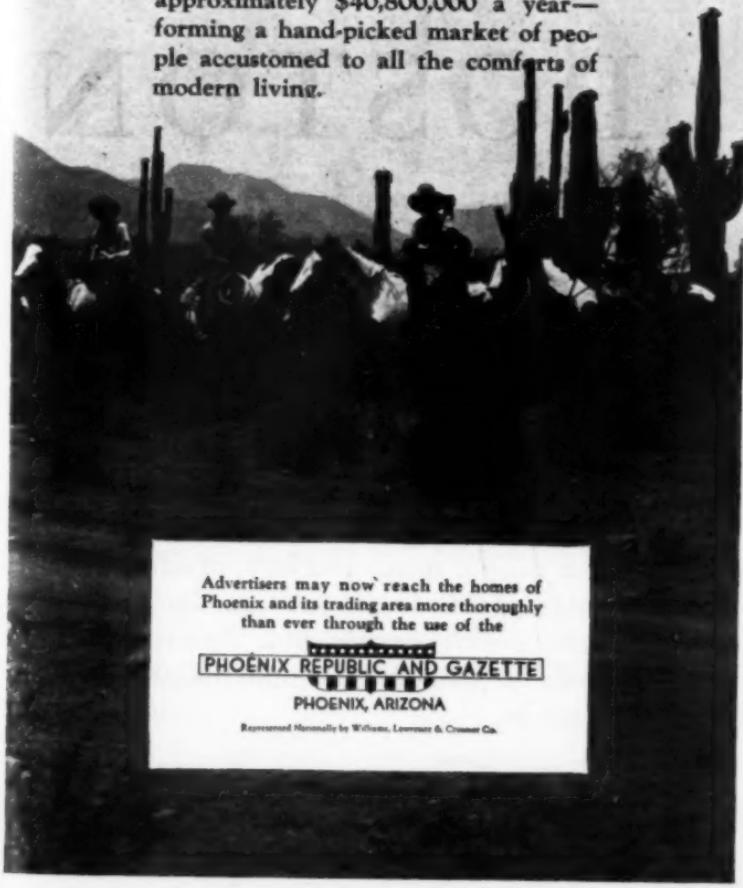
The association elections resulted in the re-election of the present officers and the election of the following new directors: Bennett Chapple, American Rolling Mill Co.; William B. Griffin, International Silver Co.; Paul B. West, National Carbon Co., and W. L. Schaeffer, National Tube Co.

Registration at the convention was 225.

The New Winter Playground...

Annually more than 2,500,000 visitors come to Arizona which lures them from less favored climes by its 84 per cent record of possible sunshine.

Phoenix is the headquarters of the majority of these winter guests who spend approximately \$40,800,000 a year—forming a hand-picked market of people accustomed to all the comforts of modern living.



Advertisers may now reach the homes of Phoenix and its trading area more thoroughly than ever through the use of the

PHOENIX REPUBLIC AND GAZETTE

PHOENIX, ARIZONA

Represented Nationally by Williams, Leonard & Crammer Co.

This little Home went to Market IN BOSTON

YOU'LL find few "cliff dwellers" living even within the metropolitan area of Boston, for Boston is noteworthy as a city of houses—of homes.

151 communities make up Boston's retail shopping area. Here live nearly 3,000,000 people—and most of them in houses (75 to 83%).

These people need, and buy, products such as awnings and lawn mowers, garden hose and furnaces, porch swings and flower seeds—hundreds of products the apartment dweller never needs.

The



Makers of these things find the Boston Globe outstandingly the home paper in this market.

By whatever yardstick you care to measure it, the Globe has proved time and time again that it is the paper taken home—read at home.

By using the Globe you reach approximately 250,000 families living within the shopping area of Boston as defined by Boston merchants themselves.

And you'll be following the lead of these very same merchants in concentrating your advertising in

Boston Globe

Technical Advertiser Gets Executive Attention

Machinery Copy Gets Attention with Artwork of Customer Users

BELOVE it or not, the beautiful girls of advertising land are helping to sell factory equipment. For those valiants who strive to convince technical advertisers that technical copy need not be dull and uninviting, there is an encouraging eye-full in the accompanying illustration.

An executive reading his business paper and coming upon this illustration would be stopped more successfully than would be the case if his eye met a big picture of a dyeing machine. Smith, Drum & Company, of Philadelphia, know this to be so, for they have tried both styles of illustration.

More interesting than the illustration, to the advertiser in search of facts and ideas, is the story of how this illustration and others are obtained. The problem of artwork solved itself with the help of customers. Users of Smith, Drum equipment include many makers of nationally advertised hosiery brands. Several gave permission to reproduce illustrations from their national advertising. Their expensive artwork of beautiful models brought distinction to Smith, Drum business-paper copy. Moreover, the illustration did not command attention at the risk of submerging the technical story. Each brand advertised is a product dyed in a Smith, Drum machine. Text points out the economy and performance of the company's machines and urges the reader-prospect to use them in bringing his hosiery dyeing up to the standard of competition.

The series had not run long before users started calling up to inquire when artwork from their consumer advertising would be shown. This proved that Smith, Drum was getting attention from executives who ordinarily would not think about factory equipment.

The series, reaching the merchandise-minded executives in user organizations, is reinforced by a direct-mail campaign to drive home the story to boss dyers in the factories. Reprints of the advertisements are sent to a mailing list together with letters that talk to the dyers in technical language.

The campaign is one that should suggest adaptations to technical advertisers in other industries.



This Illustration Was Borrowed by Smith-Drum from the Nebel Knitting Company for Use in a Business-Paper Advertisement for Smith-Drum Dyeing Machines

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A magazine
DARES
to agree
that advertising
COSTS TOO MUCH



A magazine DARES to agree that advertising COSTS TOO MUCH



AN ADVERTISER IS SPEAKING. "Look here," he says. "Commodity prices are down. The cost of living has dropped. The 1928 dollar buys \$1.15 worth of goods today. Why shouldn't the cost of advertising be less?"

It should be!

(What! A magazine believes that advertising today costs too much?)

Yes. Advertising dollars *must* be made to produce more in sales.

Publishers must bring about: a greater vigor of readership and a more certain visibility for advertising; the utmost economy in the advertising cost of addressing every reader.

Remember! what you pay your money for is a reader who will see, believe and act upon your advertisement.

* * *

The advertising rates of most magazines—all arguments to the contrary notwithstanding—are low. Maga-

zine costs are closer to the 1913 level of prices than practically any other commodity.

The cost per page per thousand of 12 magazines in 1913—three weeklies, three monthlies and six women's magazines—was \$2.63. In 1931 it is \$3.00.

And enterprising publishers today are building into their publications constantly increasing values in reader interest and responsiveness.

But compare the cost of advertising in *The American Legion Monthly*—which is even lower.

In 1925 it cost \$1,287 to reach 634,000 Legionnaires, a page rate of \$2.03 per thousand. Today it costs only \$1,800 to reach 1,036,000 circulation—a page rate of \$1.74 per thousand.

This moderate rate holds in spite of the fact that readers of *The American Legion Monthly*

1. have an income twice that of the average American
2. are just coming into the "Crest of the Spending Span"—at an average age of 37—with their most productive twenty years still ahead
3. read *The American Legion Monthly* from cover to cover.

For *The American Legion Monthly* addresses an audience of more than a million men possessed of certain known and definite interests in common:

A comradeship in arms pointed forward into the activities of peace—and finding its outlet in the many and various projects of more than 10,000 Legion posts.

An interest in progress and success, common to Americans in the years of achievement between 30 and 45.

A robust, virile existence that points their amusements at the out-of-doors, their reading at stories of action, mystery and adventure.

Because The American Legion Monthly keys its editorial policy exactly, unerringly to these 3 known interests, it enjoys not merely a reading of one, two or three stories or features in any given issue, it enjoys cover to cover reading.

For more results per advertising dollar:

Present your advertising message to the audience which brings certainty of readership to the medium.

Spend your advertising dollars where each dollar insures you the greatest number of readers who will see, believe and act upon your advertisement.

The American Legion Monthly provides you with more than a million potential readers for your advertisement—and a blank page to challenge you to extract the utmost of advertising value at a page price of less than *one-fifth of a cent per reader.*

Remember! what you pay your money for is a reader who will see, believe and act upon your advertisement.

The American
LEGION
MONTHLY
521 FIFTH AVENUE, NEW YORK

General Motors Building, Detroit, Mich.

Bell Building, Chicago, Ill.

Park Square Building, Boston, Mass.

Blanchard-Nichols-Coleman

Los Angeles

Seattle

San Francisco

Atlanta

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Following a Shifting Market

When Sales Are Off It Is Well to Find Out Why—Perhaps the Market Has Shifted

Based on an Interview by Henry Butwen with

Frank Goodchild

President, J. & J. Cash, Inc.

HAVE markets disappeared or only shifted? That's a good question to ask oneself these days when facing a falling-off in business. The value of this line of questioning is shown in a recent experience of J. & J. Cash, Inc., of South Norwalk, Conn. This company makes cloth labels woven with individual customers' names to be sewed on clothing for identification purposes—Cash's Woven Names.

Perhaps the fact that Cash, although doing business through retailers and also direct with purchasers, deals with each individual sale, since the names are woven to order has something to do with its thinking of customers as individuals rather than as a market *en masse*. "At any rate," says Frank Goodchild, president of the company, "we believe in keeping close check on our customers, where they go and what they do, for their habits have a considerable effect on our sales promotion efforts and also enable us to anticipate the volume of business to be expected and be prepared for it."

In line with this thought, the company, in doing some of its regular investigation work early in 1930, found the registration at children's camps considerably off. This implied a falling off of orders from that source.

"We decided, however," said Mr. Goodchild, "to trace this matter further and find out the whys and the wherefores. The previous year's calculations showed us that a large percentage of the children at camp were from families where the parents were making trips to Europe. So we made a check-up with the steamship companies on

bookings and found that foreign travel was off. Ordinarily bookings have to be made weeks in advance, but at that time it was possible to book passage for Europe

Go Back to School with all Washables Marked with—Cash's Names

Away from home CASH'S WOVEN NAMES become doubly valuable. They identify clothing and owner as well. They save laundry losses, prevent arguments over laundry bills, are washable and mark one's individuality. Neat, easy to apply, permanent, economical.

Order from your dealer or write

TRIAL OFFER—Send 10c for one dozen of your own first name woven in fast thread on fine cambric tape.

J. & J. Cash Inc.
41st St., So. Norwalk, Conn.
or 6423 So. Gramercy Place,
Los Angeles, Cal. or 21
Gray Street, Bellerville, Ont.

A Check-Up Showed That There Was Almost as Much Business to Be Had from the School Market This Year as in Previous Years

within an hour of the boat's sailing.

"That gave us a further intimation that we might expect a falling off in business from the parents. Steamship travelers were one of our important regular sources of business.

"Now had we stopped there we might have consoled ourselves with the thought that general business was off, retrenched, and suffered a bad year. But we were curious. We asked ourselves if the market had disappeared, or had it only shifted? Was it possible that people were doing without vacations and staying at home, or was it likely they were taking vacations but in less expensive form?

"We went a step further in our investigation. We reasoned that people would not give up their va-

cations in spite of depression. Hotels were expensive. Perhaps people were taking to summer camp cottages in the mountains and lake resorts. Pursuing our search, we found the figures confirmed this line of reasoning. I visited a number of such resorts and found that camp and cottage rentals were far above normal.

"This, then, was where our market had gone to. With this information we were able to direct our advertising efforts and follow the market where it had shifted.

"We had been told that hard times would keep the children back from private schools, but we decided to get the exact status of

affairs ourselves. So we checked up on that and found that while there was a slight falling off in registrations it was not nearly as large as the camps. We therefore pursued our normal sales promotion efforts and as a result got the normal August, September and October rush of business which comes from folks getting the clothes of the children ready for their absence from home.

"As a result of these studies of the habits of our customers and keeping in touch with the conditions of our market, our orders for the year were almost identical with those of 1929, which was our record year."

What Groucho Says

How He Got—Maybe—Fired

YEP. I promised to tell you why I'm loose to go to Europe. Well, it happened this way. I had a meeting with a publishers' committee. This publishers' committee had been prodded on by an advertisers' committee to get after a few agencies and see how they felt about prices and charges. You see, it was this way. These advertisers decided that advertising costs were too high and must come down, *ergo*, please, you publishers, reduce your rates. Well, it seems that this publishers' committee was smart enough to raise a lotta dust about agency extravagance and sic the advertisers' committee onto us agents with a how-come-you-make-advertising - so - expensive? Boss didn't want to tackle this interview himself so he wished it onto me, to his subsequent regret.

Seems I spilled a lotta beans. When this committee accused agencies of extravagant costs, I admitted mebbe it was so. In fact, I got excited and eloquent, something like this: "You advertisers, the publishers and the agents, all are working to get the idea of 'regularity' across. A regular fellow is the one who does things like everybody else does. A regular advertiser is one who hopes to persuade his public that buying his

stuff is the 'regular' thing. The publishers want you to think of a few publications as the 'regular' ones to use, so an agent has got to be 'regular' to get a commission. Now you found that selling 'regular' is expensive. Some of you want to get a different kind of 'regular' proceeding and get the pubs to give you a net rate. Why shouldn't they if you give them enough business and good copy?" (That last sentence is why I've got a vacation to go to Europe).

I went on and said the old system hadn't worked out any too well. It was extravagant even as they claimed and the extravagance was even more marked with publishers and advertisers than with agents.

Well, I thought I'd done a manly thing (Oh, Gosh!) and talked frankly to some friends, until house magazines and form letters began saying, "Groucho, eminent agency executive, admits agency extravagance." Or "Mr. Groucho, agency expert, says that large space buyers are entitled to net rates from publishers, etc."

Boss rushes in, eyes popping out, and sez: "Groucho, this thing misquotes you. You must publish a denial." I looked over the blur he had in his hand.



CINCINNATI

an economic oasis

The fact that Cincinnati has maintained its normal business level more successfully than most major cities indicates the strong position of this market. Here progressive people with incomes derived from widely diversified fields of endeavor have continued to satisfy their many wants. Here are ample funds with which to buy your product.

Particularly favorable, too, is the fact that this large market of eager and prosperous consumers is sold completely through one newspaper—The Times-Star.

Make your advertising produce greatest results by concentrating it in The Times-Star.

THE CINCINNATI TIMES-STAR

HULBERT TAFT
President and Editor-in-Chief

Eastern Representative
MARTIN L. MARSH
60 East 42nd Street
New York



Western Representative
KELLOGG M. PATTERSON
333 N. Michigan Avenue
Chicago

"Boss, this doesn't misquote me a helluva lot."

"But, Groucho, *you* recommending the same rate to advertisers as the agent gets! Why! Great Scot, man! The very basis of our existence and you try to kick it over! Put out a statement that you have been utterly misquoted. Do it quick!" Oh, dear, oh, dear, I sure did raise a mess with one little sentence just between friends.

Did I take it all back? I didn't. I couldn't. I was quoted as nearly right as anybody ever is quoted. What's the odds, anyway? A minor agency official admits that mebbe agency relations gotta be adjusted some way, some time. Lotta people believe that. Boss got all balled up between bawling outs from his competitors for letting that fool Groucho shoot off his lip and congratulatory letters from advertisers complimenting the agency for having one man who is big enough to take a forward look—and there you are. Boss didn't know whether to fire me or not, so I got a leave of absence. To his agency friends he can say: "Groucho is practically fired." To the few who like what I said he can say: "Mr. Groucho has been overworked and he will take a few months' rest."

GROUCHO.

Curtis-Martin Appoints Thomas L. Emory

Effective January 1, 1932, Thomas L. Emory, publishers' representative, will represent all Curtis-Martin Philadelphia newspapers on the Pacific Coast. In addition to the Philadelphia *Inquirer*, these papers are the *Public Ledger* and the *Evening Public Ledger*.

Joe Bowman with Sterling Cable

Joe Bowman, formerly sales and advertising manager of the Silver King Hydraulic Jack Company, Cleveland, has joined the Sterling Cable & Carbon Corporation, of that city, in a similar capacity.

Appoints Harlan Agency

The Ilaco Copper Tube & Products Company, Inc., has appointed the Jesse R. Harlan Company, Cincinnati advertising agency, to direct its advertising. A new campaign will start early in December, using business-paper and direct-mail advertising.

Local Postmark on Direct Mail

WINSTON AND NEWELL CO.
MINNEAPOLIS, MINN.

Editor of PRINTERS' INK:

In a recent circular entitled "Flaps and Facts," we note the following article:

"Postmark Proves Important Factor in Direct-Mail Advertising—According to PRINTERS' INK it has been definitely proved that if the postmark on advertising matter is not that of the town where the selling is to be done, the advertising loses all the way from 25 per cent to 50 per cent of its power to create acceptance or make sales."

We would like to have full information and facts on this subject, as outlined in PRINTERS' INK.

T. G. HARRISON,
Vice-president.

THE local postmark has a clear-cut advertising significance. Its importance is rated in a PRINTERS' INK article on page 74, July 16, 1931—[Ed. PRINTERS' INK.]

Advance Census Figures on Metropolitan Districts Issued

The Bureau of Census of the United States Department of Commerce has issued an advance summary of the populations of ninety-five metropolitan districts according to the 1930 census. These districts each have an aggregate population of 100,000 or more and contain one or more central cities of 50,000 or more inhabitants.

Fred Webster Joins Inter- national Paper

Fred Webster, for twenty years connected with the advertising and sales promotion departments of the American Writing Paper Company, Inc., Holyoke, Mass., has joined the International Paper Company, New York, in a similar capacity.

To Start Jewish Weekly

Opinion, a journal of Jewish life and letters, will start publication at New York on December 4. It will be published weekly from 114 East 32nd Street and will have an outside size of 9 by 12 inches and a type-page of 7 by 10 inches. James Waterman Wise will be editor and Albert Slomans, advertising manager. Earle D. Marks is publisher.

P. C. Woodbridge with Rochester Agency

Paul C. Woodbridge, formerly with the advertising department of the Eastman Kodak Company, Rochester, N. Y., has joined the staff of the Hutchins Advertising Company, of that city.

★ "ESSAY ON A MAN
BUTTONING UP HIS VEST"

★ "HOW SICK IS A MAN
WHEN HE'S SICK?"

★ "IS CASEY GOOD FOR A DRINK?"

Volume II of the American Economic Evolution is now available to advertising and agency executives upon request.

This second volume contains reprints of the True Story advertisements which appeared in leading newspapers during 1931. These ads have been bound in cloth in an attractive manner in order that you may place them in your personal library.

Probably you remember the captions above from three of these ads.

Many advertising men are of the opinion that these newspaper ads rank with the best copy ever written on the subject. If you are interested in copy with a punch from beginning to end, you certainly should have a copy of this second volume of "The American Economic Evolution" in your personal library.

There is no obligation whatsoever. Just fill in the coupon below and attach to your letterhead.

With no obligation on my part please send me the bound volume entitled, "The American Economic Evolution, Vol. II."

Name _____

Address _____

City _____ State _____



The Brigadier General at the Roxymount never saw a battlefield

Afghanistan's Minister of Aviation lost his job when their one-plane "fleet" crashed. Many a Vice-President is lost in the mob scene when he meets with his fellow V. P.'s. After all, what's in a title?

Your advertising may be reaching so many thousand "corporation executives." But how many of these are executives of active, going, permanent

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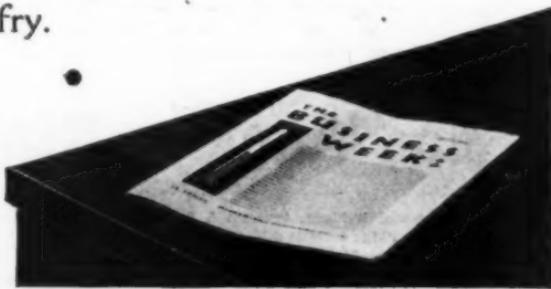
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businesses, and how many of Fresh Air Taxicab Companies? It makes a great deal of difference—in their purchasing power, in your advertising results.

Titles in a circulation list don't mean much today. They're no indication of buying power. Except, of course, in those publications that recognize this fact, that face it squarely, and weed out the small fry.



And Now the Census Reports—

Los Angeles

Metropolitan

Area

2,318,526

Fourth largest in the United States, exceeded only by the metropolitan areas of New York, Chicago, and Philadelphia!

Equal to the combined metropolitan areas of all other large Pacific territory cities:—San Francisco, Oakland, Seattle, Portland, Salt Lake City!

Yet these amazing facts were long ago known to 1,200 display advertisers, who acted upon them by giving their entire Los Angeles appropriations to the Los Angeles Times. The Times consistently has shown that Los Angeles' surrounding population approximately equals that of the city proper, and that this newspaper is the one medium that gives complete, adequate and effective marketwide coverage.

Los Angeles Times



Eastern Representative: Williams, Lawrence & Cresmer Co., 280 N. Michigan Blvd., Chicago; 10-189 Gen'l Motors Bldg., Detroit; 285 Madison Ave., New York. Pacific Coast Representative: R. J. Bidwell Company, 742 Market St., San Francisco; White Henry Stuart Bldg., Seattle.

113 Advertisers Report for the Three Quarters

A Table Showing the Net Profits and Losses for the First Nine Months of 1931 of Some of Our Leading National Advertisers

Company	1930	1931
Ainsworth Manufacturing Co.	\$326,524	\$4,152
Airway Electric Appliance Co.	457,096	D225,090
Allegheny Steel Co.	1,494,145	246,748
Allis-Chalmers Mfg. Co.	3,034,522	1,212,773
American Chicle Co.	1,697,411	1,636,923
American Rolling Mill Co.	1,962,905	D1,300,219
American Writing Paper Co.	209,755	D130,390
Art-Metal Construction Co.	325,724	D268,329
Associated Oil Co.	4,596,561	1,859,054
Atlantic Refining Co.	4,844,400	D2,771,400
Atlas Powder Co.	1,075,099	650,630
Auburn Automobile Co.	1,044,944	3,338,446
Bayuk Cigars, Inc.	452,538	258,223
Beatrice Creamery Co.	256,793	1,883,152
Beech-Nut Packing Co.	2,288,852	1,618,079
Bendix Aviation Corp.	1,718,184	1,787,976
Bohn Aluminum & Brass Co.	692,736	913,060
Bon Ami Co.	1,044,507	975,462
Brillo Mfg. Co.	149,682	235,201
Budd, Edward G., Manufacturing Co.	317,750	D122,647
Bush Terminal Co.	1,354,260	1,336,701
Caterpillar Tractor Co.	6,137,301	1,629,481
Certain-teed Products Corp.	D1,176,167	D196,402
Charis Corp.	458,008	369,982
Childs Co.	737,467	701,477
Chrysler Corp.	2,492,747	3,771,072
Colonial Beacon Oil Co.	D1,576,360	D1,881,029
Congress Cigar Co.	1,119,959	386,006
Consolidated Cigar Corp.	1,651,630	1,526,970
Continental Baking Corp.	4,012,622	3,067,828
Continental Oil Co.	D1,358,974	D9,484,163
Corn Products Refining Co.	10,170,342	7,553,719
Coty, Inc.	1,325,421	621,910
Cream of Wheat Corp.	1,283,652	1,133,039
Curtis Publishing Co.	16,227,769	10,587,385
E. I. du Pont de Nemours & Co.	45,984,659	41,412,943
Electric Auto-Lite Co.	5,456,459	3,741,074
Follansbee Bros. Co.	D209,329	D650,163
Gabriel Co.	D104,068	D64,014
General Cigar Co.	2,285,947	1,758,049
General Electric Co.	44,449,918	32,685,100
General Foods Corp.	15,515,280	14,407,803
General Motors Corp.	131,403,125	97,455,390
Gillette Safety Razor Co.	8,741,365	3,433,211
Hercules Motor Co.	543,000	273,183
Hercules Powder Co.	2,160,260	1,087,886
Hershey Chocolate Co.	6,215,007	6,485,814
Heywood-Wakefield Co.	D562,055	D889,257
Hires, Charles E. Company, The	889,701	460,160
Household Finance Corp.	2,939,869	3,250,754
Hudson Motor Car Co.	1,313,847	D548,144
Hupp Motor Car Co.	105,671	D1,973,294
Indian Motocycle Co.	D492,599	D73,188
International Business Machines Corp.	5,474,426	5,629,125
International Cement Corp.	3,446,768	1,532,107
International Nickel Co.	9,897,835	4,005,857
International Silver Co.	D297,580	D418,120
Johns-Manville Corp.	2,943,027	1,207,174
Kendall Co.	D59,171	301,630
Kimberly-Clark Corp.	2,566,832	1,579,486

Nov. 19, 1931

Company	1930	1931
Lambert Co.	\$5,668,471	\$5,361,317
Long-Bell Lumber Corp.	D1,299,610	D3,296,003
Loose-Wiles Biscuit Co.	1,576,924	1,470,796
 Mack Trucks, Inc.	2,384,875	D258,765
Maytag Co.	1,839,626	212,402
Moto Meter Gauge & Equipment Corp.	D163,400	D276,700
Mullins Mfg. Co.	D31,240	101,588
Murray Corp. of America	750,258	D505,153
 Nash Motors Co.	5,492,678	4,266,519
National Biscuit Co.	16,768,774	14,532,912
National Cash Register Co.	2,194,681	792,992
New Jersey Zinc Co.	4,140,036	2,504,838
 Packard Motor Car Co.	6,680,193	14,080
Paramount-Publix Corp.	E13,546,000	E7,293,000
Penick & Ford, Ltd., Inc.	1,404,237	840,355
Perfect Circle Co.	528,515	736,475
Pet Milk Co.	800,560	562,494
Phillips Petroleum Co.	7,664,768	D2,410,253
Pierce-Arrow Motor Car Co.	1,308,748	226,435
Purity Bakeries Corp.	3,299,404	1,364,606
 Radio Corp. of America	870,753	3,957,489
Radio-Keith-Orpheum Corp.	2,458,048	622
Reo Motor Car Co.	D1,305,885	D1,343,628
Republic Steel Corp.	D322,268	D5,287,975
 Scott Paper Co.	753,525	754,404
Sharp & Dohme	964,364	763,509
Shattuck Co., Frank G.	1,730,469	1,297,510
Standard Brands, Inc.	11,857,594	12,209,204
Standard Oil of Calif.	30,435,563	11,941,787
Standard Oil of Kansas		D733,254
Stewart-Warner Corp.	1,983,450	D1,012,315
Studebaker Corp.	3,211,007	2,716,060
Sweets Company of America	89,186	106,287
 Thermoid Co.	345,993	70,303
Thompson Products, Inc.	357,506	119,619
Tidewater Associated Oil Co.	7,886,522	175,710
Trico Products Corp.	1,573,005	1,475,124
 Underwood-Elliott-Fisher	2,805,789	995,712
Union Carbide & Carbon Corp.	19,988,264	13,892,910
Union Oil Company of Calif.	8,000,000	3,200,000
United American Bosch Corp.	D57,181	D354,074
United Fruit Co.	10,252,000	6,160,000
U. S. Hoffman Machinery	44,495	D234,151
Universal Pictures Corp.		1,198,363
 Webster-Eisenlohr, Inc.	D62,620	D206,900
Westinghouse Elec. & Mfg. Co.	11,352,244	D966,709
Wheeling Steel Corp.	2,655,955	D1,935,755
White Rock Mineral Springs Co.	989,637	851,542
White Sewing Machine Corp.	D252,164	D440,132
Willys-Overland Co.	D2,429,493	120,463
Wrigley, Wm., Jr., Co.	9,053,046	8,547,791
 Yale & Towne Mfg. Co.	144,602	D276,168
Zonite Products Corp.	679,442	781,521

D—Deficit. E—Estimated.

C. L. Price Appointed by Financial Advertisers

Chester L. Price, associate advertising manager of the Central Republic Bank and Trust Company, Chicago, has been appointed a member of the executive committee and chairman of the membership group of the business development division of the Financial Advertisers Association.

W. K. Bowden Has Own Business at Sheboygan

W. K. Bowden, formerly with the Chicago *Tribune* and, more recently, with the San Francisco *Examiner*, has formed an advertising business at Sheboygan, Wis., under the name of the Bowden Advertising Service. Headquarters are at 219 Security Bank Building.

I've Got a Swell Appetite



As you've probably heard, Southern California is the land of great open spaces, and there's usually one of 'em in my stomach. Anyway, there's something about this climate that gives the natives a passionate desire for food and they certainly obey that impulse. For instance, our Market Research Department tells me that in Market Section G of Los Angeles 30,000 families spend an average of \$1390 every year just for provender, and that in this section there are 120 restaurants and only 184 grocery stores. So, the question is, who gets the money? And while we're on the subject, it might interest you to know that the average Los Angeles resident pays \$55 worth of restaurant checks every year—the second largest per capita in the country—while New York contributes only \$17 per capita per annum to restaurant upkeep. All of which goes to show that Los Angeles has a healthy appetite and satisfies it, too. So if you want to know who's eating all this good food out here and how you can make 'em eat yours, just ask any Examiner representative to show you an up-to-date market survey of this fourth largest market in America. It'll show you how to get fullest benefit from The Examiner's largest morning and Sunday circulation in the West. Now, all together! More than 200,000 daily and in excess of 440,000 Sunday. And, by the way, when do we eat?

W. W. CHEW
572 Madison Ave.
New York

S. P. LA DUE
625 Hearst Bldg.
San Francisco

J. D. GALBRAITH
812 Hearst Bldg.
Chicago

A. R. BARTLETT
3-129 General Motors Bldg.
Detroit

**LOS ANGELES
EXAMINER**
Put Your Message Before the Moderns

Selling the Dealer a Direct-Mail Plan

How Electrolux Refrigerator Sales, Inc., Induces Dealers to Eliminate Cold Turkey Calls by Direct-Mail Activities

TOO few retailers have developed a systematic plan of direct-mail advertising. Electrolux Refrigerator Sales, Inc., as its contribution to better merchandising has sold its dealers the idea of planned activities in direct mail. The company's plan "B" provides the mechanics for a systematic solicitation of every prospect in a retailer's territory.

The letter plan is sent to the retailers in folder form, with a pocket on the last page containing an instruction sheet and samples of letters which are elastic enough for the dealer to change them to fit his own needs. The keynote of the plan is intensified sales effort so that a definite and specific amount of the retailer's territory may be covered thoroughly each week.

The company suggests to every retailer that preparation of the field is the best way to cash in on sales. The following fact statements to its retailers gives an idea of the company's frankness in selling them the direct-mail campaign.

"If your preliminary soliciting is done in a friendly, service-like manner, you have every reason to expect that the feeling on the part of the prospect will in turn be friendly to you.

"Then, when your salesman calls, he becomes an ambassador of your company. By the use of these proposed letters and by preparing the field for your man he no longer makes a 'cold turkey' call. This method eliminates the dread of 'cold turkey' canvass work. When you have prepared the field for your man, your salesman is expected even though it is the first time he has called at that particular house. We have tested this plan in several cities and found that the percentage of courteous receptions at the door is exceedingly high as compared with the straight, laborious, 'cold turkey' canvass work. It is important,

however, to realize that the call should follow the letters within two or three days and no more, otherwise the effectiveness of this work is lost.

"In preparing letterheads and form letters to carry this preliminary message to your prospect and prepare the way for your salesman, the primary idea has been to keep them as flexible as possible. You have your choice of using the specially prepared letters and letterheads; or using simply the letterheads and your own form letters; or using the specially prepared letters on your own letterheads. Such combinations can be secured to exactly fit your requirements and desired expenditure."

The flexibility mentioned in this outline is thoroughly carried out in



A Pocket in the Back of the Folder Holds Samples of the Direct-Mail Material

Leadership Sustained

- in circulation***
- in retail advertising***
- in general advertising***
- in classified advertising***

**for thirty - six
consecutive years**

**Among all newspapers in the
Northern and Central California Field**

**San Francisco
EXAMINER**

Superficial Coverage won't do the job • NATION'S BUSINESS, alone, of all Business Magazines offers
PENETRATION

★ ★ ★ It Takes
to SELL the

IN BALTIMORE,
for instance . . .

Among 80 of the 91 leading business establishments of the city, NATION'S BUSINESS has 434 executive subscribers.

That's 88% coverage of firms, and an average of 5.4% officers and directors in each.

that's
PENETRATION

Penetration
Business
Market....

City by City - industry by industry, NATION'S BUSINESS is ready to prove with actual subscriber checks, giving individual names and titles, that its PENETRATION of the business market is economical and adequate. In circulation, in reader regard and in low cost, its leadership is unquestioned.

Who BUYS... and who can only READ?

Newspaper audiences today are divided into two classes: Those who *buy*, and those who can only *read*.

A circulation among those whose buying power has been curtailed, obviously, cannot produce results, regardless of how carefully the advertising is prepared or how attractive the values that are offered.

For over fifty-three years the Seattle Post-Intelligencer has reached the most selective buying audience in the Pacific Northwest. It is traditionally a *quality* newspaper, read by the representative citizenry and appealing to that selective group of moderns who have the money to purchase every necessity and many luxuries.

Fields that were fertile *yesterday* are *sterile* today. Media which produced results in other years cannot be depended upon for resultfulness when their audiences have no *power to buy*.

In Seattle, there is being shown a very tangible manifestation of trend to its morning newspaper. This is reflected in ever-growing reader interest among those who have awakened to the realization that the Post-Intelligencer is a complete, *full measure* newspaper, winning and holding its audience upon sheer merit.

Reader interest *plus* buying power is a combination which in this era of intensive merchandising cannot be overlooked.

Advertisers are invited to learn *all* the facts concerning the audiences who actually *buy*, as opposed to those who can only *read*.

*Get the complete Market Facts from our
nearest National Representative:*

W. W. CHEW.....572-6 Madison Ave., New York City
J. D. GALBRAITH.....612 Hearst Bldg., Chicago, Ill.
A. R. BARTLETT....3-129 Gen'l Motors Bldg., Detroit, Mich.
SLAYTON P. LaDUE..625 Hearst Bldg., San Francisco, Calif.

SEATTLE POST-INTELLIGENCER

The Quality Newspaper of the Northwest

the actual letters themselves. One page of the Plan "B" booklet consists of three letterheads designed to form a colorful tie-up with the Electrolux local advertising. Two of the letterheads are in cartoon form with an attention-getting statement in bold letters at the top. These three letterheads, of the five prepared, form a series to be used in the preliminary solicitation of each prospect and in preparing the field for the local dealer's salesmen. Two of the cartoon type and the other of more formal character are offered for the retailer's own message. At the same time each retailer is given a sample of what the company thinks he might send out. Here is a sample of the company's idea:

Dear Madam:

Sometimes I feel like tucking the latest model of Electrolux under my arm and coming right up to your house and showing it to you. There are so many things that cannot be fully explained by reading a folder or advertising, but I am afraid my arm isn't equal to the task of lifting even the smallest Electrolux refrigerator.

There is really no need of depriving yourself of the pleasures of owning an automatic refrigerator any longer. It is very, very easy to own an Electrolux now. What with our liberal term payment plan and low cash down payment you can hardly afford NOT to own an Electrolux.

It costs very little to operate an Electrolux each month. In fact you get the luxuries of expensive and convenient refrigeration for considerably less than you are now paying for ice. So many good things can be kept in the Electrolux without fear of spoiling—steak, vegetables, special salads, cool desserts, butter, eggs and milk can all be trusted to the care of an Electrolux without fear of taint or spoiling.

One of our men will be out in a few days to tell you all about the Electrolux and our proposition. Ask him all the questions you want.

In almost everything it says about the plan, the company emphasizes the fact that the retailer is free to use his own copy, if he doesn't like the company's suggestions. The letterheads are priced at \$4 a thousand each, or \$2.25 for 500. The company points out that it is more practical for most dealers to order these letterheads in quantities and then have the letter they decide upon processed locally. If any retailer is without such

facilities the company offers him the service at actual cost.

Preparing the field for the salesman's call is only one step in the planned activity which the dealers are expected to use. Cultivating the field is also important. No retailer has to be convinced that leads which come from satisfied users are valuable ones. The difficulty has always been to approach such satisfied users systematically to overcome their natural reluctance against giving the names of their friends without a good reason for doing so. "However," says the company, "if it is suggested to such users that it would be a fine neighborly act to let their friends in on the advantages of Electrolux—and, if a simple inexpensive gift is offered as a mark of appreciation for this helpfulness—there can be no question that your satisfied users will respond.

"More than that, you will probably find that users who are solicited in this way will not only submit names and addresses, but, in addition, will make it a point to talk up Electrolux in the presence of friends and neighbors.

"As an aid in securing these leads, a special letterhead and two form letters have been prepared to send to your list of Electrolux owners. An additional paragraph has been written—which may be used with either letter—offering some particular merchandise to the user for any sale which results from leads sent in.

"These users are more often than not better salesmen than your men will ever be. The fact that they are using the Electrolux every day gives them an inside track on how fine it is to own an automatic refrigerator."

The simple, direct method of asking old customers for leads is shown in this letter, one of the two, which appears below a cartoon of two women talking over a fence.

Dear Madam:

We have never met a housekeeper yet who wasn't constantly on the outlook for some new recipe to try out on the family.

Since you have had your Electrolux you have probably tried some new frozen desserts, salads and

things of that sort. There are plenty of good recipes to be found in your favorite magazines and newspapers. If you haven't, you have been missing half the fun of owning an automatic refrigerator.

The Chocolate Mousse as described on page 19 of the Electrolux recipe book is a pretty nice concoction, if you know what I mean. In fact, there are scores of new tested recipes for desserts, salads and other dishes in this book. If you haven't a copy, I will be glad to send you one.

As an Electrolux user, there is a favor that we would like to ask of you. Many of your friends and neighbors who do not own an automatic refrigerator have probably seen your Electrolux and admired it. Maybe they have even said that they would like to own one and we certainly would not want to deprive them of this privilege.

Wouldn't it be real neighborly of you to send us the names and addresses so that we could send one of our men with lots of pictures and descriptive matter to tell your friends all about how they can own an Electrolux refrigerator themselves?

Two letters on illustrated letterheads are furnished for another market, the dealer's own organization. The company says: "To help you develop this immediate market right in your organization and to urge every employee to submit leads, letterheads and form letters similar to those prepared for prospects and users are offered. You will find that here again there is a choice of ways to use this material that best suits the funds available."

This letter plan, sold to dealers with such careful consideration for details based upon trial and investigation, is one of the ways this new industry has built its unusual sales record during the current year.

F. I. Archibald, Vice-President, Omaha "Bee-News"

Fred I. Archibald, advertising director of the Omaha, Nebr., *Bee-News*, has been elected vice-president of the *Bee-News* Publishing Company. He will continue as advertising director in addition to his new duties.

National Better Business Bureau to Meet

The sixth annual meeting of the National Better Business Bureau, Inc., will be held at New York on December 15. Reports of officers will be heard and fifteen directors will be elected at this meeting.

"Printers' Ink" Model Statute

THE AMERICAN INSURANCE COMPANY
NEWARK, N. J.

Editor of Printers' Ink:

Is the *Printers' Ink* Model Statute referred to on page 10 of your current issue in force in the State of New Jersey? If so, will you kindly send me a copy of it?

HAROLD E. TAYLOR

NEW JERSEY is one of the twenty-four States which have adopted the *Printers' Ink* Model Statute. The complete list is as follows:

Colorado	Nevada
Idaho	New Jersey
Illinois	New York
Indiana	North Dakota
Iowa	Ohio
Kansas	Oklahoma
Kentucky	Oregon
Louisiana	Rhode Island
Michigan	Virginia
Minnesota	Washington
Missouri	Wisconsin
Nebraska	Wyoming

A pamphlet giving the wording of the Statute and a brief history of the fight against untruthful advertising will be sent on request.—[Ed. *Printers' Ink*.]

R. B. Miller with National Publicity Institute

Ralph B. Miller, for the last seven years manager of boy sales promotion of The Curtis Publishing Company, Philadelphia, has been made secretary-treasurer of the National Publicity Institute, Washington, D. C. He was at one time assistant director of the Better Business Bureau of Washington.

With "Bankers Monthly"

Richard Durham, formerly managing editor of the *Bankers Magazine*, New York, has joined the *Bankers Monthly*, published at Chicago by Rand McNally & Company, as managing editor. He will be located at the New York office.

Appoints Los Angeles Agency

The Palisades Oil & Refining Company, Los Angeles, has appointed The Allen M. Wilson Agency, of that city, to direct a radio and outdoor advertising campaign for Red "E" Power, carbon-removing gasoline.

New Buffalo Business

Harold S. Garner, of Buffalo, N. Y., and John B. Summers, of Crystal Beach, Ont., have organized a partnership to conduct the United Advertisers Agency at Buffalo.

THE Washington (D. C.) **Star** again in October leads the newspapers of the country in advertising lineage. Here's the record:

LINES

Washington Star **2,391,610**
 N. Y. Times..... 2,106,530
 Detroit News.... 1,825,068
 Chicago Tribune. 1,751,463

For the 10 months of 1931, **The Star** lacks only 56,000 lines of leading the entire country.

LINES

N. Y. Times.... 19,437,839
Washington Star **19,381,708**
 Detroit News... 17,801,738
 Chicago Tribune. 16,936,480

The two important things which this leadership indicates are the marked prosperity of the Washington Market and definite recognition of **The Star** as the medium which covers it completely and keeps business active.



The... FIRST in the farm field for

SUCCESSFUL FARMING'S LEADERSHIP is in its READERSHIP

THE RESULT OF GIVING FARM PEOPLE WHAT THEY NEED AND WANT

There just can't be any other region where farm family buying power is as great as it is in the HEART region. There just isn't any other region where farm families dominate the market as they do in the HEART region. Always . . . the families living on farms in this rich UPPER Mississippi Valley produce more than half of the nation's farm wealth. No wonder Heart Region farm homes and living standards are far above the average for farmers throughout the nation. One sees quickly why Successful Farming stands out so far in the lead in the minds of Heart region farm families. It is the only farm magazine that devotes its editorial pages exclusively to Heart region farm living and Heart region farm practices.

SUCCESSFUL

THE MAGAZINE OF FARM BUSINESS

Meredith Publishing Company

MAGAZINE

HARDWARE and CUTLERY advertising

NG'S pages of advertising — first ten months 1931

1. Successful Farming



2. Country Gentleman



3. Country Home



.. NOTE ..

If other information furnished you seems inconsistent with this, please note we use the PAGE as the measuring unit (the unit used by advertisers buying magazine space and not the ADVERTISING (a meche).

4. Farm Journal



5. Capper's Farmer



FARMING
AND FARM HOMES

Des Moines, Iowa



The HEART region
the UPPER MISSISSIPPI VALLEY

The... FIRST in the farm field for

SUCCESSFUL FARMING'S LEADERSHIP is in its READERSHIP

THE RESULT OF GIVING FARM PEOPLE WHAT THEY NEED AND WANT

There just can't be any other region where farm family buying power is as great as it is in the HEART region. There just isn't any other region where farm families dominate the market as they do in the HEART region. Always . . . the families living on farms in this rich UPPER Mississippi Valley produce more than half of the nation's farm wealth. No wonder Heart Region farm homes and living standards are far above the average for farmers throughout the nation. One sees quickly why Successful Farming stands out so far in the lead in the minds of Heart region farm families. It is the only farm magazine that devotes its editorial pages exclusively to Heart region farm living and Heart region farm practices.

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FARMING

AND FARM HOMES

Des Moines, Iowa



The HEART region
the UPPER MISSISSIPPI VALLEY

Worcester, Massachusetts

SUBURBAN WORCESTER IS ALSO ABLE TO BUY

Consider North Brookfield:

"Because of the extreme prosperity of the town and its large industrial growth, a famine of housing facilities has developed, which compels a large proportion of the industrial workers to make their homes in neighboring towns. The two outstanding industries, the H. H. Brown Shoe Co., Inc., and the Quabaug Rubber Company, are working at capacity, a condition which has prevailed for months."—From a November, 1931, report of the Worcester Bank & Trust Company and the Worcester County National Bank.

Or take the case of Milford:

Early in November, the Haskell & Sons quarries received a huge order for Milford's famous pink granite for the new Bronx County courthouse in New York City. This one order promises steady employment for a hundred men for at least eight months. It follows an order of similar size, received last spring, for the new Roosevelt Memorial in Central Park, New York.

Besides Worcester, the Worcester Market includes within an average 18-mile radius 51 towns and cities with a population of 237,976. This great suburban market is in the heart of industrial New England; its wide diversity of industries—from textiles to apples—assures a buying power that is steady and a prosperity as fundamentally solid as Milford pink granite. This is the natural trading territory of Worcester, served by Worcester merchants and covered by the Worcester Telegram and *The Evening Gazette*, dominant advertising medium of the entire Worcester Market, city and suburban.

Cultivate this rich, stable market through advertising in *The Telegram-Gazette*, read by 90% of all newspaper buyers in Worcester and the average 18-mile suburban trading area

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco

A Copy Renaissance?

Are We Approaching an Era of Selling with the Lilt of a Limerick?

By a Femme Copy-Hand

ARE the Rhyming Rogers going to ride us unpoeetic souls off the agency lot? In other words is it going to be a hard winter for copy writers who can pen only prose? (We can't all be double-gifted like the Shafto Deans and Gordon Seagroves—ready to mete out metered lines as well as prose.)

Maybe I'm jesting—but maybe I'm not. At any rate it seems to me that advertising copy is being quietly launched on a Renaissance. Just as women's fashions have gone Eugenie in a big way, so copy shows signs of going McKinley or whoever was President in those days when "printed salesmanship" rhymed.

I'm not bragging when I say that I don't recall that era. It's no fault of mine that I was at the teething stage when the Sapolio sonnets were aborning. But for the benefit of all those PRINTERS' INK readers who like myself can't hark back to the Good Old Days 'cause they haven't the years to hark with, let me assure them that there was a period when products were sold to the lilt of the limerick or other worthy verse forms.

Just the other evening the parent of mine who has the keenest memory amused a dinner party by quoting one of the prize bits that used to enliven her daily ride to school in a local horse-car. Addressed to the male occupants of the car, this certain advertisement pictured the embarrassing predicament of a Pantless Pant-Hunter. Here it is:

When a pant-hunter pantless is panting for pants
He panteth unpanted
Until he implants
Himself in a pair of
Our Plymouth Rock Pants.

Vividly impressed in her memory, too, is the admonition posted in all horse- and cable-cars of that period. It read:

Passengers alighting from this car
Should face ahead to save a jar.

Neat—isn't it? Done certainly with more of a courteous flourish than our crisply curt: "Watch Your Step."

Well, as I was saying, there does seem to be an indication that copy is going to revert to that rhythmic era. Oh, so you think I'm dotty, do you? Well did you happen to notice a recent full-page advertisement for Pennsylvania Motor Oil? Over half the page was devoted to a droll sketch of a gentleman *sans* attire, wrapped only in a barrel. Accompanying this sketch was copy that read:

A driver whose name was McFrances
With any old oil would take chances
He just didn't care
Till a bill for repair
Took his coat and his vest and his
pantses!

(Looks like the pant-hunter is back with us, folks.)

Limericks may be all right for motor oils, but see how Clicquot Club goes in for sophisticated rhyming. (Is it an accepted verse form? I don't know, I'm asking you—it's things like this that are making me gray. Up 'til recently I thought *iambic* was something architectural like Doric, and pentamer was one of those gadgets on a 'plane's dash-board.)

Anyway, here's some of the lines used to sell Clicquot Club in some of the later smarty magazines:

... The set's done.
And then
When
There comes time out
In the cooling shade
For a refreshing rest
A drink with zest
Sparkling, tangy,
Delicate, delicious
To quench a thirst.

But Clicquot Club and Pennsylvania aren't the only ones. Months ago Macy's broke into a song about "The Auk," which if I recall rightly was conceived to extol the frigid virtues of the Macy cold-storage fur vaults.

Where's this rhyming copy go-

ing? Will it lead to tie-ups of poet and product, such as:

Robert W. Service thundering for Mack Trucks.

Ogden Nash quipping for Canada Dry.

Edna St. V. Millay sonneting for Dorothy Gray.

A. A. Milne jingling for Junket.

Dorothy Parker chanting for Cunard Cruises.

Maybe the poetic copy of Clicquot, Pennsylvania and Macy's

doesn't constitute a trend. Maybe I'm silly to even bring it up. But then, who'd have thought in 1929, when feminine heads went boyish-bob and knees were knocked, that 1931 would see such a plethora of coy chapeaus and curls and swirling, sweeping floor-length dancing gowns as are in evidence these days?

Stranger things *have* happened. And who am I to say that copy can't go Bobby Burns?

The Fuller Man and His Company's Good-Will

By Wallace E. Campbell

Secretary, The Fuller Brush Company

THE Fuller Brush Company carries good-will, patents, etc., on its balance sheet at \$1 for the conservative reason that we wish to account only for the actual tangible assets in our statement. Were we to put this factor in our balance sheet for any purpose, we do not feel that it could be for less than \$1,000,000 which is the outstanding value of our common stock at par.

We feel that the unique merchandising method of The Fuller Brush Company which enables us to present, sell and deliver our goods through more than 4,000 salesmen direct to the homes of this country, gives our good-will factor unusual weight. We believe we are selling the best line of brushes in the world.

Our salesmen are given a thorough and complete sales training on the proper method of presenting this merchandise to the housewife. We expect each salesman to call over his territory two or three times a year. You can readily see that if on his first call he does not successfully gain the customer's good-will he cannot look forward to much success on his repeat calls. In other words, our business depends on the Fuller salesman continuously covering his territory and obtaining repeat orders from the same customers, year after year.

We feel that our merchandise speaks for itself, and the continued success of our business must prove that the good-will factor is being well taken care of by our salesmen.

You will note that our advertising program, both in the magazines and over the radio, has been of institutional character. We have presented the Fuller Man and his method of selling merchandise. This policy has been entirely on the basis that if we sell the Fuller Man and obtain the good-will of the buying public, he in turn will sell the merchandise that puts our business on the profit side of the ledger each year.

New Sports Magazine at Portland

The *Oregon Golf and Sportsman* is the name of a new magazine, published by Sports Publications, Inc., Portland, Oreg., which will appear with the issue of November 25. The new organization has purchased *Oregon Golf* and merged it with the new publication. Walter J. Scott is president of the new company. R. B. Lang is vice-president and J. S. Brooks is secretary-treasurer. Offices are located at 86½ Broadway, Portland, Oreg.

G. S. Morse Appointed by Chicago Bank

Gaylord S. Morse, formerly advertising and new business manager of the State Bank of Chicago and later an official of the Foreman-State National Bank, has been appointed assistant to the president of the Central Manufacturing District Bank of Chicago.

Sales Possibilities in the Bank Market for 1932 are discussed in six briefs now available upon request. Ask for any or all of them

1. The Bank and its relation to the Architect, the Contractor and the Manufacturer of Building Materials.
2. Furniture and Furnishings.
3. Office Equipment.
4. Addressing, Duplicating and Related Sales Equipment.
5. Paper and Paper Products.
6. Banker Influence.

* * *

**AMERICAN BANKERS
Association
JOURNAL**

22 EAST 40th STREET NEW YORK

Edited by James E. Clark • Alden B. Baxter, *Advertising Manager*
H. Kenyon Pope, 230 N. Michigan Ave., Chicago • R. J. Birch & Co.,
San Francisco and Los Angeles

THE LARGEST PAID CIRCULATION IN THE BANKING FIELD

The MAGAZINE *that gets Results*

IT is the principal function of advertising to sell merchandise at a profit.

Failure to do this, especially in *times like these*, means the difference between red ink and black for the manufacturer.

A matchless reputation for getting results has made 1931 the fifth consecutive banner year for THE AMERICAN WEEKLY.

Contrary to the record of most publications,
in the *Lincolian Weekly*,

er of the family—man, woman and child. That means the advertising is seen by more than a single individual in every home.

A survey of its circulation shows that it covers the wealth of America like a blanket.

The American Weekly dominates the urban markets by concentrating 70% of its total circulation in 578 of America's 997 towns and cities of 10,000 population and over. (1930)

In 108 more cities, 40 to 50% of the families
In an additional 146 cities, 30 to 40%.

has made [93] the fifth consecutive banner year for The American Weekly.

Contrary to the record of most publications,

This unique performance is due to the fact that astute advertisers, who insist that their advertising dollars *get results* in lean times as well as fat, have invested substantially in the advertising pages of The American Weekly. They have favored this magazine because careful investigation has convinced them that *it offers advantages no other publication can duplicate.*

Here are some of these outstanding advantages: Through *The American Weekly*, the advertiser enters 5,500,000 homes located in the most prosperous buying areas of the nation—double the number that can be reached through any other one publication.

To this vast market he can display and sell his wares on a giant color-page more than twice as large as any other magazine page, *all at a cost of less than $\frac{1}{3}$ cent per family.*

So varied is the editorial appeal of The American Weekly that it interests every mem-

In 108 more cities, 40 to 50% of the families
In an additional 146 cities, 30 to 40%.
In another 152 cities, 20 to 30%.

... and, in addition, more than 1,700,000 families in thousands of other communities, large and small, regularly buy *The American Weekly*.

Where can you spend your advertising dollar more effectively?

Cock-A-Doodle-Doo

November, 1931, establishes a record in volume of advertising lineage and revenue for any November in the history of *The American Weekly* and adds to the record advertising volume already established for the year 1931.



THE AMERICAN WEEKLY

Main Office: 959 Eighth Avenue, New York City

Branch Offices: PALMOLIVE BLDG., CHICAGO • 5 WINTHROP SQUARE, BOSTON
753 BONNIE BRAE, LOS ANGELES • 222 MONADNOCK BLDG., SAN FRANCISCO
71250 GENERAL MOTORS BLDG., DETROIT • 1138 HANNA BLDG., CLEVELAND
101 MARIETTA ST., ATLANTA • 1 INTERNATIONAL BLDG., ST. LOUIS

PEORIA-

\$70,361,575.00*

Retail Sales in 1930

Peoria city only—trade territory not included

A LEADER

in per capita retail sales

Average for
35 Large Cities \$630.56

PEORIA \$670.00*

*1930 Net Sales of Principal Peoria Retail Groups

Food	\$14,154,101	Furniture	4,311,173
Automotive	13,952,821	Restaurants	2,721,754
General Mdse.	9,990,118	All others	12,823,616
Apparel	7,837,441		
Building.	4,570,551	Total.....	\$70,361,575

*U. S. Census of Distribution of 1930

**To Sell This Rich Market,
Concentrate in The**

PEORIA JOURNAL- TRANSCRIPT



CHAS. H. EDDY CO., National Representatives

New York, Park Lexington Bldg. • Boston, Old South Bldg.
Chicago, Wrigley Bldg.

Member Major Market Newspapers, Inc.

W. F. Prendergast Heads Canadian Advertisers

W. F. Prendergast, Imperial Oil, Ltd., Toronto, was elected president of the Association of Canadian Advertisers, Inc., at the eighteenth annual meeting of the association held at the Royal Park Hotel, Toronto. Other officers elected were: Vice-presidents, W. J. Henderson, Swift Canadian Company, Ltd., Toronto; W. G. McGruther, Canadian Industries, Ltd., Montreal; H. M. Ireland, General Motors Products of Canada, Ltd., Oshawa, and L. R. Greene, The Tuckett Tobacco Company, Ltd., Hamilton, and treasurer, V. A. Fountain Pen Company, Ltd., Hamilton.

Directors elected by the association include: H. H. Rimmer, Canadian General Electric Company, Ltd., Toronto; R. J. Ambler, Northern Electric Company, Ltd., Montreal; R. K. McIntosh, General Foods, Ltd., Toronto; J. P. Lyons, The Manufacturers Life Insurance Company, Toronto; W. Kiehn, Rogers-Majestic Corporation, Ltd., Toronto; A. M. Miller, Chrysler Corporation of Canada, Ltd., Windsor, and J. M. Raymond, Canada Dry Ginger Ale, Ltd., Toronto. Miss F. E. Clotworthy is secretary of the association.

Members of the Ontario Provincial Daily Newspapers Association held a meeting in conjunction with the Advertisers Association at a morning session later holding their own regular meeting in the afternoon.

Reverses Vivaudou Decision

An order of the Federal Trade Commission, directing V. Vivaudou, Inc., manufacturer of cosmetics, to dispose of its stock control of the Alfred H. Smith Company and the Parfumerie Melba, Inc., also makers of beauty preparations, has been unanimously reversed by the United States Circuit Court of Appeals. The Federal Trade Commission had ordered the stock disposal on the grounds that the Vivaudou company's control of the other two concerns constituted a monopoly and was against the public welfare. The Circuit Court, however, held that the combination of the three companies, which control about six per cent of the cosmetic market in the country, was not against the public welfare.

Advanced by Grigsby-Grunow

Ray S. Erlandson, formerly director of broadcasting of the Grigsby-Grunow Company, Inc., Chicago, manufacturer of Majestic radios, has been appointed assistant to the general sales manager, with headquarters at Chicago.



W. F. Prendergast

Heads New Western Grocer Company Division

J. Sidney Johnson, for fifteen years advertising manager of the Western Grocer Company, Marshalltown, Iowa, has been named head of a new division of that company known as the Rite-Way Stores division. He will continue to direct advertising for both the Western Grocer Company and the Marshall Canning Company, a subsidiary. Guy E. Pollock, formerly manager of the Western Grocer Company's branch in Minneapolis, and, more recently, sales manager of the Marshall Canning Company, also will be connected with the new Rite-Way Stores division in an advisory capacity.

Death of R. T. Crane, Jr.

Richard T. Crane, Jr., president of the Crane Company, Chicago, died at that city last week. He was fifty-eight years old.

He joined the Crane company in 1896 and served an apprenticeship in the company's works. Two years later he was made second vice-president and in 1914 he was elected president of the company which his father, the late Richard T. Crane, had founded in 1855.

Mr. Crane was especially known for his interest in the welfare of his employees. On three occasions he made gifts to veteran employees of the company of large blocks of his personal stock in it. Over 10,000 long-time employees were thus benefited.

Campaign for New Oil and Gasoline

An advertising campaign, using newspaper, direct-mail and outdoor advertising, will be conducted in Utah and Idaho beginning this month by the Utah Oil Refining Company, Salt Lake City, to feature its new Vico winter oil and Pep 88 winter gasoline. The L. S. Gillham Company, Salt Lake City advertising agency, will direct the campaign.

Appoints Grant & Wadsworth and Casmir

The Port Isabel and Rio Grande Railroad Grape Fruit Groves Development, Port Isabel and Brownsville, Texas, has appointed Grant & Wadsworth and Casmir, Inc., New York advertising agency, to direct its advertising account. Newspapers will be used to advertise bi-monthly specially conducted ten-day trios to the company's development properties.

Appoints Seaver-Brinkman-Gerstenberger

The Dobeckmun Company, Cleveland, manufacturer of Cellophane bags and pouches and producer of roll-printed Cellophane, has appointed Seaver-Brinkman-Gerstenberger, advertising agency of that city, to direct its advertising account. Business papers and direct mail will be used.

Lowered Rates or Lower Rates?

IN view of the general interest in lowered advertising rates, we feel that an expression from TOWER MAGAZINES is both timely and pertinent.

Already a number of major periodicals have lowered their rates and their circulation guarantee. In almost every case these reductions reflect a falling off in newsstand sales or subscriptions despite costly circulation drives.

In contrast, TOWER MAGAZINES are not losing circulation. We have not, in any month, failed to meet our guarantee.

We are still giving a bonus.

We will be able to give more circulation as our advertising lineage increases.

Our rates are very low. They are lower than all other leading women's magazines now. Our rate per black and white page per family is only 1/5 of a cent. But this low rate is only part of our contribution to low-cost selling. Our circulation is peculiarly effective for the following important reasons:

Our circulation is neither begged, bought nor bribed—it is 100% VOLUNTARY, so there is no waste there—every copy is working.

It's a SHOPPING-WOMAN circulation—going home through the personal selection of the purchasing member of the family.

It's a circulation CONCENTRATED where it can do most good—in the 1204 most profitable markets. Where 75% of the annual retail sales volume is concentrated. Where sales costs are lowest. Where manufacturers now are concentrating sales activities.

A circulation extraordinarily PRODUCTIVE of results — no doubt because it is concentrated, shopping-woman, 100% voluntary.

Our case is quite a little different from the average. We are perfectly timed for a hard-working intelligent selling job. We have no inflation to deflate.

This is Page 3 of Tower Magazines' A. B. C. Audit Report.

<u>ANALYSIS OF AVERAGE SINGLE COPY SALES</u>		
For Period Stated in Paragraph 6		
13. CHANNELS OF SINGLE COPY SALES		Net Sales
(a) Newsdealers		None of record
(b) Boys (1) By distributing organizations other than publisher's own		None of record
(2) By publisher's own distribution direct		None of record
(c) All other channels (See Par. 22(a))		1315827
TOTAL AVERAGE SINGLE COPY SALES		1315827
14. BASIS ON WHICH COPIES WERE SOLD TO NEWSDEALERS AND BOYS		
No newsdealer circulation.		
<u>ANALYSIS OF SUBSCRIPTION SALES</u>		
For Period Stated in Paragraph 6		
15. CHANNELS OF SUBSCRIPTION SALES		
(a) Subscriptions direct to publisher		2379
(b) Catalogue and newspaper subscription agencies, and other publishers		34
(c) Publisher's own Field Selling Organization		None of record
Other Field Selling Organizations		None of record
(d) Independent individual subscription salesmen reporting direct to publisher		None of record
(e) Organizers of groups (not combinations) for this magazine		None of record
(f) Through schools, churches, fraternal and other organizations		None of record
(g) School subscriptions for class use.		None of record
(h) Other channels		None of record
TOTAL SUBSCRIPTIONS SOLD IN PERIOD		2413
16. COMBINATION SUBSCRIPTION SALES		None of record
(a) Known combination sales (See Par. 12(c))		2379
(b) Known not to be in combination		34
(c) Sales about which no facts are known as to whether in combination or not		None of record
TOTAL SUBSCRIPTION SALES, COMBINATION AND OTHER		2413
17. DURATION OF SUBSCRIPTIONS SOLD		
(a) For one year or more but less than two years		2297
(b) For two years or more		9
(c) For less than one year		107
(d) Subscription Salesmen's specials (Par. 12(b))		None of record
(1) For less than one year		None of record
(2) For one year or more		2413
TOTAL SUBSCRIPTIONS SOLD IN PERIOD		2413
18. TERMS OF PAYMENT		
(a) Paid in advance		2413
(b) Paid during service		None of record
TOTAL SUBSCRIPTIONS SOLD IN PERIOD		2413
19. PREMIUMS		None of record
(a) Subscriptions sold with free premium		None of record
(b) Subscriptions sold with premium at a combined price above a regular price		2413
(c) Subscriptions sold without premium		2413
TOTAL SUBSCRIPTIONS SOLD IN PERIOD		2413

(Tower Magazines, New York, N.Y., Page #3)

TOWER MAGAZINES, Inc.

55 FIFTH AVENUE . . . NEW YORK

919 NORTH MICHIGAN AVENUE, CHICAGO

Newspaper Publishers Hold Fall Convention

A VARIETY of topics held the attention of the seventh annual fall convention of the American Newspaper Publishers Association at Los Angeles last week. Prominent among the subjects of discussion were color printing, radio and publicity. Radio received the convention's attention at the request of the board of directors which desired some indication of how members felt toward the measure before Congress on the subject of radio and lotteries. No official action on the part of the publishers resulted from the discussion since it was generally felt that radio broadcasters should solve their own problems, although the sentiment of the convention seemed to be that radio should be subject to the same regulations that are imposed on other media.

The question of color printing was brought before the delegates in a paper by Joseph R. Knowland, publisher of the Oakland, Calif., *Tribune*. Whether the people who demand purple bathtubs and green tile kitchens will have color in their daily newspapers depended, the speaker said, upon the development of high-speed, accurate presses which can hurl forth the folded paper with the same efficiency now enjoyed in black and white. A division of opinion on the color printing question seemed to prevail. The fact that color printing costs 40 per cent more than black and white was cited as a major objection before considering the need of speed, efficiency and accuracy. W. E. Macfarlane, business manager of the Chicago *Tribune*, described tests made by that paper with color. Hilton U. Brown, of the Indianapolis *News*, questioned the use of color in newspaper advertising, pointing out that color might very well discriminate between advertisers on a page and that use of color in small advertisements might dominate a whole page of advertising as well as news. Mr. Brown also ques-

tioned whether color was not violating the basic function of a newspaper—that of providing news quickly.

At the session held on Thursday, John B. Long, general manager of the California Newspaper Publishers Association, scored the unethical press agent. Unreserved use of the waste basket and eternal vigilance were recommended by Mr. Long as methods of combating the copious stream of spurious news which flows into newspaper offices.

Technical details, methods for increased speed, conservation of waste and a greater co-operation with advertisers were other topics which rounded out the discussions of the convention. S. R. Winch, business manager of the Portland, Oregon *Journal*, presented a paper on "New Sources of Revenue," stressing economies in circulation and increased distribution as a means of greater profits.

Harry Chandler, president of the association and publisher of the Los Angeles *Times*, was ill and unable to attend the sessions. His son, Norman Chandler, spoke for him and received a scroll presented to Mr. Chandler by the Chamber of Commerce. John Stewart Bryan, publisher of the Richmond, Va., *News-Leader*, presided at the sessions.

At a luncheon given the delegates by the Metro-Goldwyn-Mayer studios, Louis B. Mayer stated that the motion picture industry spends \$55,000,000 annually in newspaper advertising. Vice-president Charles Curtis was also a guest speaker of the publishers, who in addition to attending their business session, were entertained at numerous functions by prominent members of the motion picture industry.

Hurley Machine to Frey

The Hurley Machine Company, manufacturer of Thor washers and ironers, has appointed the Charles Daniel Frey Company, Chicago advertising agency, to direct its advertising account.

Joins Munro & Harford

Edmund J. Daily has joined the sales organization of The Munro & Harford Company, New York, lithography and printing.

WHAT ABOUT 1932?

WISE BUSINESS HEADS
already are laying plans for
1932.

The experience gained during the past year should prove of tremendous value in the twelve months just ahead. Chief among the sales lessons learned by leading distributors is that markets and advertising media should be selected with care.

The Oakland Market affords you a consumer population of more than one-half million buyers. The average per capita wealth of these people is \$3,093 against the national average of \$2,977.

Here in this Western market is purchasing power that national distributors cannot afford to overlook.

Oakland Tribune

National Advertising Representatives:
WILLIAMS, LAWRENCE & CRESMER CO.

Los Angeles San Francisco New York
Chicago Seattle Detroit

Her state of *Mind* has a lot to do with your state of *Business*

Women are Realistic

...and that's NO FICTION either!

THE WOMAN who reads Better Homes & Gardens is kept *mentally at home*. She is not transported into a land of make-believe...into the realm of romance and illusion. Since her heart is in her home, that home (and all that goes with it) in itself becomes The Great Adventure.

The *home*, inside and out; the *garden*; the physical and mental training of her *children*; the study and serving of *foods* that will keep her husband healthful and efficient, and that will build robust bodies for the little folk in her charge...these are more thrilling, more novel and absorbing than the best "best seller."

The editors of this publication have no fault to find with fiction; but they sincerely believe their readers can best be served by adhering to the *original* editorial program that has made Better Homes & Gardens an outstanding magazine achievement of the past decade.

BETTER HOMES

The Gardened Home





Here you find no fiction; no fashions; none of the frills and furbelows of routine magazine-making. Thus, the advertising pages become a *continuation* of the editorial pages rather than a *contradiction*.

Etch this fact in your memory: the woman who reads Better Homes & Gardens is in a serious, shopping state of mind *at the time she's reading*; for the same basic appeal that is reflected in the *advertising content* is reflected in the *editorial content*.

In short, Better Homes & Gardens does *more* than win a welcome for your product in 1,400,000 gardened homes in city, town and suburb. It gives you something that does not show up in the card rate . . . something no other magazine in America can duplicate: a state of reader-mind and reader-mood that makes the reader *twice as receptive* to your advertising message. And—that's *no fiction, either!*

ES & GARDENS



Competition in Sun Tan



— «Quel coup de soleil!» — de Pol Rab

POL RAB, cartoonist in the *Bazaar*, published in Rio de Janeiro, where summer is just starting, has fun with advertisers who have made sun tan popular.

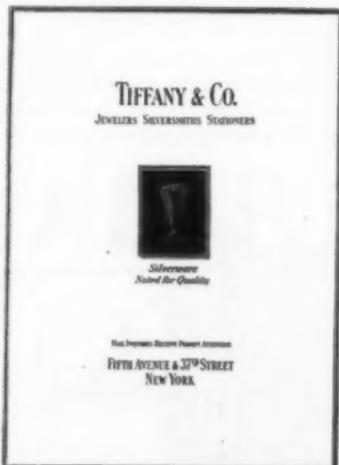
The little dog says, "What a sunburn" and the lady on the left who has read the advertising realizes she is up against hopeless competition.

* * *

Tiffany Goes Modern

BRING the smelling salts! Tiffany & Company, ultra-ultra-conservative jewelers, have kicked over the traces and gone modern in their advertising. They are actually using pictures. And this has been going on for several months. How many eagle-eyed advertising men, watching for trends and developments, noticed this sudden departure from long followed custom?

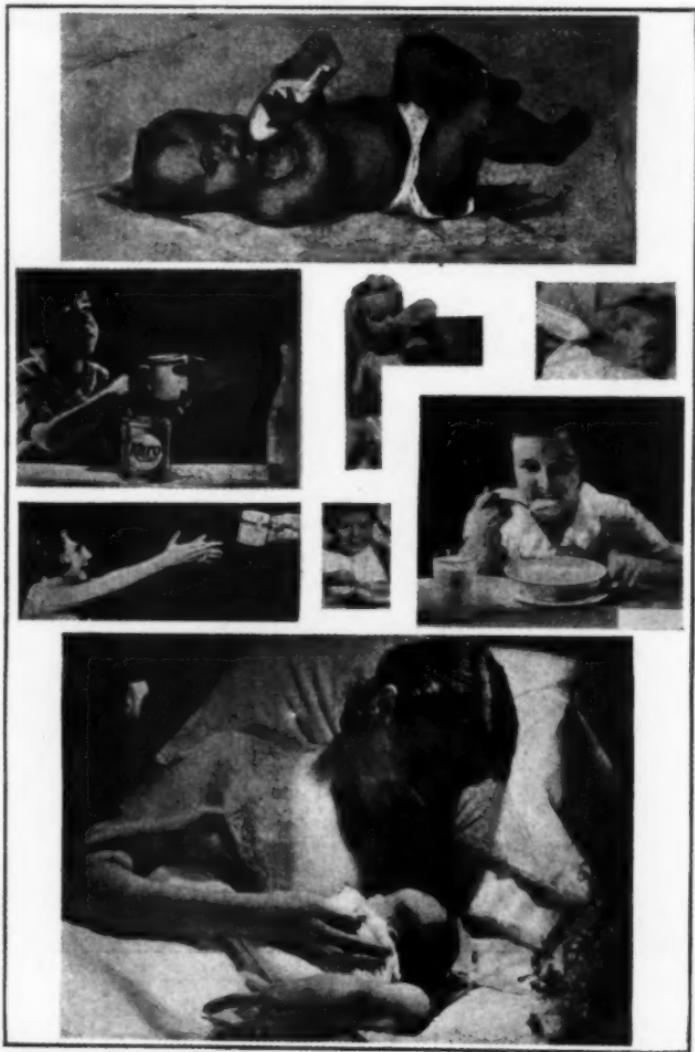
Tiffany & Company have been large advertisers for many years. Full-page space has been used generally with just a few lines of text. The advertisements are still conspicuous because of their simplicity and liberal use of white space. But each advertisement now carries an illustration, a halftone reproduction of one of the many thousands of beautiful things to be found in Tiffany's.



Feeding Time

NO bread lines here. The children in advertising land are eating regularly, and enjoying it. The spreaders of juvenile happiness whose illustrations are reproduced are Carnation Milk, Karo,

Yeast Foam Tablets, Pyrex Nursing Bottles, Baker's Cocoa, Pettijohn's, Quaker Oats and Hexylresorcinol Solution S. T. 37 (the baby can't eat this—he can't even pronounce it).



Nov. 19, 1931

Plus Value
for the Rural
Advertising Dollar

PLUSSAGE



THE CROWELL PUBLISHING COMPANY

Larger Return Per Dollar⁺

17,000 *Country Home* readers sent 4 cents to The Spool Cotton Company for a novelty merchandising the uses of spool cotton.

This is one of the largest returns this Company has ever had from single-column space in any magazine.

Larger return means increased value for the rural advertising dollar.

THE

Country Home

GETS RESULTS

250 PARK AVENUE, NEW YORK

Texas to Test Trade Commission's Trade Conference

THE Trade Practice Conference idea, originated and nurtured by the Federal Trade Commission, has had a history of intricate shifts and complex maneuvers—everything, in fact, except a buck through the center of the problem, namely, its legality.

In other words, there has been considerable doubt, in certain quarters, concerning the legality of some of the codes of ethics adopted at these Trade Practice Conferences. The Commission, itself, seems to have indicated that it had its own doubts in the matter, for it has been busily occupied this year in going over all Trade Practice Conference codes and revising them.

But the final test of the legality of the codes rests not with the Commission, but with the courts. And now, with the announcement that a suit has been filed by the State Attorney General in the State District Court, at Austin, Texas, against fifteen major oil companies based on alleged violation of the Texas anti-trust laws as a result of the industry's code of ethics, it seems that this moot point may have been started on the road toward clarification.

Those who have been inclined to suspect the legality of the codes adopted at these meetings supervised by the Federal Trade Commission do not question the entire procedure. But they have had their suspicion that some of the rules agreed to at these meetings have been directly contrary to certain sections of Federal and State anti-trust laws.

Of course, the Trade Commission, by giving a meeting, or a code of ethics, its parental blessing, cannot confer legality upon an illegal practice. The Commission is a law-enforcing body—not a law-making body. And because the Commission has found it difficult to decide whether certain Trade Practice Conference rules are quite within the pale, it has fol-

lowed the procedure of dividing the rules into two groups. Group 1 includes those rules that are "affirmatively approved" by the Commission. Group 2 rules are "accepted by the Commission as expressions of the trade"—which means that, while they are not "affirmatively approved," neither are they "negatively disapproved." It is these Group 2 rules, primarily, that have been the butt of the legal question raised by the doubters.

Interestingly enough, this very code of ethics that is being challenged in Texas—that adopted by the American Petroleum Institute—is none other than the code that caused the Commission to perform a "change of mind" act that would have been ludicrous, had it not been so upsetting.

On February 3, of this year, the Commission announced that it had revised the action it took a year and a half previously on the petroleum industry's code of ethics. Originally, the Commission had placed in Group 1, seven rules adopted by this industry. In its revised action, it rejected four of these entirely. Of the remaining three, the original language was retained in only one. There were fourteen rules in Group 2. Every one of these was rejected in the revised action. Quite a turnaround!

The petroleum industry objected so strenuously that the Commission was forced to hold a public hearing. As a result of this hearing, the Commission reversed its reversal! With only slight changes, the Commission approved the original code.

Just how far Texas will go with this suit is difficult to say. There is a political tinge to the affair, or at least so it is charged. But if the fight is carried through to a conclusion, it should be of help in clarifying, in a measure, a situation that needs clarification.

Death of M. E. Kaighn

Maurice E. Kaighn, who operated his own advertising business at Salt Lake City, died recently at that city.

Miss Avalo Hensel, commercial artist, has been appointed head of the art department of the Advertising Bureau, Seattle.



THE HANDS OF AN ACQUISITIVE WOMAN

NEEDLECRAFT

These are the hands of an acquisitive woman.

They are shown—not grasping nor pulling nor clutching—but working.

They sew to acquire—not something cheaper, but something better.

They sew to have a better home, to provide better clothes for themselves and for their children, to get things of greater beauty and better quality. The acquisitive woman is willing to work for them. She does not take it out in wishing. She wants them now. She is not content to wait for better things.

The acquisitive woman is a good prospect at all times. But today, when most women are waiting for times to improve, the acquisitive woman is a conspicuously live one.

Needlecraft is read by acquisitive women. It offers the advertiser a rare opportunity to select his readers by their acquisitive habits. It is pulling brilliant returns in comparison with general women's magazines.

The Home Arts Magazine

ARTHUR W. STOCKDALE, ADVERTISING MANAGER
CHRYSLER BUILDING • NEW YORK, N. Y.

Fast Advertising Contact! No wasteful focussing, phenagling and fussing! Optical busy-ness sets in the moment the small page of the Detroit Mirror comes before the reader's eyes. Its restricted area throws into clear relief every inch of its



content. Every advertisement, even the smaller ones, gets an even chance to be seen—and read. By inducing from The Mirror's 100,000 readers immediate and full-strength optical response, the small page lowers the advertising death rate! Consider this as the Detroit Mirror's contribution toward the betterment of these sub-normal times and remember this perennial advantage as times improve. Now—right now—let Fast Advertising Contact help you get the most action out of your agates!



DETROIT MIRROR

1749 WEST LAFAYETTE BOULEVARD, DETROIT, MICH.
Tribune Tower, Chicago • News Building, New York • Kohl Building, San Francisco

Legal Hurdles for Big Business in Latin America

Some Things to Consider Before Doing Business with Our Southern Neighbors—Part I

By David E. Grant

Of the New York Bar

WE have decided to establish permanently in Brazil. The service of one account we have would, in itself, justify our maintaining an office at Rio or São Paulo. One of our men has been down there surveying the ground, and he has reported to us on legal requirements; but we are certainly at a loss to determine what method of doing business would be most expedient for us in that country. We want to tell you what we propose to do and get your recommendations."

My caller on this occasion was the head of the foreign department of one of the largest advertising agencies in the United States. The account he mentioned was that of an American automobile manufacturer, doing a world-wide business. His inquiry referred specifically to Brazil, but it might just as well have concerned Colombia, Bolivia, Uruguay or any other of the twenty republics comprising the Latin American field, for American business has the same problem to face in all of them. I had reviewed it for various large corporations probably a half dozen times in the last year; but in this instance the inquiry was somewhat unusual in that the business comprised solely and exclusively a service. This client had no "goods" whatever to sell, in a tangible sense; there were no questions of stocks to be kept on hand, merchandise to be shipped and cleared through the customs, or sales to be consummated with dealers in inaccessible cities of the interior. The agency's activities would consist of the purchase of space in newspapers and periodicals, arrangements for outdoor signs and displays and, on occasions, the writing of copy—all services of a personal and specialized character.

The disconcerting effect of the information received by my friend of the advertising agency from his man on the ground, as well as the difficulty he and his associates experienced in gauging expediencies, were a reflection of the general lack of understanding of the legal situation connected with extending American business into the territory of our Southern neighbors. Confusion and uncertainty on the subject are natural, of course, when one considers the fact that there are involved twenty different countries with varying laws, customs and commercial usages; and from that fact it also follows that any detailed exposition of the subject would go beyond both the space of an article and the province of this periodical. But certainly a definition of fundamental terms and a summary of the general nature of legal requirements for operation in Latin America, presented in the language of the layman executive, should do much to clear the atmosphere and enable him to think of the problem in the proper sort of way.

Corporation Is an Entity

We begin from a fundamental principle of corporation law, with which all of our business men today are thoroughly familiar, namely, that a corporation is an entity or person, distinct and apart from its stockholders, its directors or officers. We sometimes refer to a corporation as a *legal* person or entity, as distinguished from a *natural* person or human being, because it exists solely in the contemplation and by the grace of the law of some sovereign State. But since such legislation is effective only within the territory of the State, a corporation, its creature, can have

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Ewing Galloway Photo

Typical Business Buildings in Cartagena, Colombia, Principal Seaport of That Republic

no existence, in theory, beyond its borders.

The corporation may exercise the powers given to it or carry on its business beyond the State of its origin only so far as may be permitted by the legislation of foreign States, or, where it exists, by a principle of mutual recognition known in law as "the comity of States." In the absence of treaty, a sovereign State may impose such conditions as it pleases upon the entry of foreign corporations into its territory, or may bar them altogether. But with the consent, express or implied, of another government, a foreign corporation may, like a natural person, conduct business in the country, and have a secondary residence therein, so as to be charged with taxes and duties or be subject to jurisdiction. Compliance by a corporation with whatever procedure a foreign State has prescribed for doing business within its territory is called "qualification."

Qualifying the Corporation

In Latin America qualifying a foreign corporation—also called "registering" or "domiciling" it—is of prime importance. Without qualifying, the corporation is absolutely non-existent in the eyes of the law. It cannot, by legal process, defend its property, collect its

accounts or enforce any rights which it may have acquired. Before administrative authorities it is equally impotent, and probably could not even clear merchandise through customs, in its own name. Adopting Latin American parlance, it has no "personality" before the agencies of the government. In various of the republics—Venezuela for example—an unqualified corporation cannot even hold bare title to property. It is obvious, therefore, that a foreign corporation, venturing into business in any one of those countries without first duly qualifying, is exposing to jeopardy every cent of its investment in that field.

The procedure for qualifying a foreign corporation varies somewhat with the different countries; but there are several points upon which the requirements meet on common ground: In all of the republics, the corporation must submit, to the appropriate government agency, certified copies of its articles of incorporation and by-laws, accompanied by a general power of attorney to some person resident in the country, authorizing and empowering him to represent the corporation before all government authorities and the general public. Several of the countries demand additional corporate information; for example, Bolivia requires the

Nov. 19, 1931

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PALM BEACH



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Chuses advertising

Consistent advertising, backed by a quality product, has built consumer demand for Palm Beach. The Goodall Worsted Company has formed a subsidiary corporation to make all Palm Beach clothing. Up to now Goodall has made only the cloth. Now Goodall is going to control the styling and the distribution of finished garments with a program of modern merchandising. More than ever advertising will be used to organize retail outlets and to develop consumer demand.



Men who use advertising themselves are alert to YOUR advertising . . .

Advertising creates demand for Palm Beach in exactly the same way that it creates demand for new machinery. Has the machinery man been so occupied in creating new equipment for the textile manufacturer that he has overlooked the merchandising methods that his customers are applying? Has he considered what advertising would contribute toward mill modernization?

Before the decision to modernize can be made the desire to do so must be created. That is where advertising can work for the equipment man in

the same way that it worked in creating the desire for Palm Beach comfort. Moreover, the manufacturer who is selling to textile mills enjoys advantages that make advertising a relatively simple and economical problem compared with the textile manufacturer's problem. The equipment man's customers are limited, are concentrated in a single industry with common buying habits. They may be determined in advance.

A ready-made market sold on advertising, and a ready-made medium to do the job completely at minimum cost.

TEXTILE WORLD is an ideal advertising medium for the producer of new machinery, new equipment and improved raw materials. Its circulation representatives have scoured the entire textile industry and brought together in a common market place your prospects and customers. We know that hard hitting advertising copy will be welcomed by the industry just as it has welcomed the hard hitting editorial campaign of *Textile World*.

Textile World

McGRAW-HILL
BUILDING
•
NEW YORK

minutes of the organization meetings in which the by-laws were adopted and the first officers elected; Honduras demands data as to the payment of subscribed capital; Argentina insists upon a list of stockholders and officers, etc. For all countries, the documents submitted must be "legalized," that is, authenticated, through the nearest consulate of the government involved. Arriving at the capital the papers are filed with the Ministry of Foreign Relations or of Industries, where they are officially translated.

The local representative of the corporation, under his power of attorney, then proceeds to comply with the particular requisites for publicity, such as recording of extracts of the corporate instruments in the Commercial Registry, publication thereof in the official periodicals, etc., submitting proof of this compliance to the Ministry. The papers and proofs are then passed on to the attorney general, and, upon his favorable report, a decree or resolution is issued, declaring that the corporation has duly complied with legal requirements and is qualified to carry on its business in the territory of the republic. The publication of this resolution in the official government organ completes the procedure.

There are, of course, varying taxes, fees and disbursements connected with the procedure, in the different countries. In many of them, the qualification tax is based upon the authorized capital of the corporation or upon the subscribed capital, unless by the certificate of incorporation or by appropriate action of the corporate governing bodies, a specified amount of the capital is expressly segregated for operations in the particular foreign country, in which case the tax is based upon the amount so segregated. Beyond the qualification tax, the other expenses may vary from \$200 to \$500, including attorneys' fees, depending upon the country involved.

The corporation having qualified, it has a continuing obligation to its own interests as well as to its

adopted country, to keep its legalities up to date in that country. This means that any amendment of its corporate structure or of its by-laws must be incorporated in the appropriate instrument and subjected to the same procedure as the original qualification.

A number of the countries require the filing or publication of annual or semi-annual balance sheets covering business transacted in the country and all of them require returns for income or other application taxes; but such latter reports belong to the routine of doing business and are not strictly related to qualification.

(To be concluded next week)

Necessity of Jobbers

MIDLAND SPECIALTIES COMPANY
CHICAGO

Editor of PRINTERS' INK:

I am a subscriber to PRINTERS' INK MONTHLY, and recently while perusing one of its issues I came across an article on the necessity of jobbers in manufacturers' distribution scheme.

Inadvertently this copy somehow seems to have been mislaid. Will you have the kindness, please, to send me another copy of the issue in question, which I assure you will be genuinely appreciated.

H. A. DOHRMANN,
President.

CAN the jobber be eliminated or is he an economic necessity? This is a question that was discussed just as much twenty-five years ago as it is today. Mr. Dohrmann refers to A. H. Deute's article, "Simplified Distribution" (April, 1931, PRINTERS' INK MONTHLY), in which was clearly set forth the place of the jobber in today's distribution set-up.—[Ed. PRINTERS' INK.]

Dietetic Journal to Become Bi-Monthly

The *Journal of the American Dietetic Association*, Chicago, formerly published quarterly, will be published bi-monthly beginning with the March, 1932, issue.

Advanced by Tide Water Oil

E. L. Shea, vice-president in charge of sales of the Tide Water Oil Company, New York, has been appointed executive vice-president in charge of all operations.

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Wisconsin Gets After the "Economic Criminals"

State Uses Old Law in Attempt to Force Producers to Operate at a Profit

THE man who sells at a loss has been called an economic criminal. Many an editor and many a trade association has held him up to ridicule. The State of Wisconsin has now gone further. Digging up a law on co-operative marketing, designed originally to permit agricultural producers to combine to fix prices and sell co-operatively under a code of ethics which the State itself is obliged to enforce, the State's Department of Agriculture and Markets has haled before it producers of sand and gravel. If this State Department believes that the members of the association called before it have disobeyed the code of ethics of the co-operative association, it is empowered to issue a "cease and desist" order. If any producer fails to obey such an order, he is subject to a possible fine of \$5,000, two years in jail, or both.

Rock Products, business paper, thought the State's action of sufficient importance to run an eight-page article giving complete testimony. Both members and non-members of the association were summoned to appear to answer for their business conduct. In point 7 of the complaint the State says: "They have violated said rules by wilfully interfering with existing sales contracts between a member and its customer with the purpose and effect of inducing and causing a breach of such contract, and have further violated said rules and regulations by selling sand and gravel at or below cost for the purpose of injuring a competitor."

Again, in section 9 of the complaint the State accuses the defendants of having sold sand and gravel at or below cost for the purpose of injuring a competitor.

One man testified that he sold below cost to keep his men employed. Another said: "You can't afford to shut down and lose your identity. The capital invested is so great in order to meet competi-

tion you can't help yourself but go out and do the best you can. Not shutting down is one reason; the other is to meet competition."

A consulting engineer and efficiency expert was also called in to testify. He pointed out that if the people engaged in the business were thoroughly and intimately familiar with what their actual costs were, "This problem would not have resolved itself into as serious a problem as now exists."

Through a question asked by one of the Commissioners as to whether private industry was entitled to the same sort of help on marketing and co-operative effort from the State as the utilities have received from the State through the Railroad Commission, the efficiency engineer answered, "Yes, indeed."

The fundamental matter of industrial over-expansion is thus brought out by the question and answer method:

Q. There are two ways of reducing the over-expanded condition in the industry. One is the more or less old-fashioned but effective way of going on about as you are and allow the substantial portion of the industry to be broke?

A. Yes.

Q. At which time the market will stabilize itself. That is the assumption upon which our competitive system is based. We will call it planless; the first one is more or less a planless proposition?

A. Yes.

Q. It is a cure by itself. Or there might be a planned method of arriving at the same result?

A. Yes, sir.

Q. What that would mean—

A. —an orderly—

Q. —an orderly method?

A. Yes.

Q. And perhaps not quite so gruesome. That probably would involve some central organization to take stock of the assets, and make a market survey for the industry, and also a survey of operating conditions and operating bases?

A. Yes.

This attempt of the State of Wisconsin to put teeth into its marketing law is going to be watched with intense interest.

FIRST, of All, NEWSPAPERS out Spea

SPOKESMAN-REVIEW.
Uncle Sam Confirms - This Newspaper Ma According to H

GENERAL SURVEY
 on
RADIO AND RADIO ACCESSORIES
 in
SPOKANE AND THE SPOKANE COUNTRY MARKET

→ RADIO SETS—52,201
 by
REVIEW-CHRONICLE GENERAL ADVERTISING BUREAU
Spokane, Washington
 (Field Pictured Above)

563,438 Consumers—522 Cities and Towns
 Per Capita Buying Power 35% Above the
 Nation's Average

102,247 Prosperous Urban Families

THE SPOKESMAN-REVIEW and SPOKANE CHRONICLE

95,000 Circulation
 86% Unduplicated

*N.B. - Above Survey Completed August 1930
 Current Figures Not Released Until Several Months Later*

95,000 Combined Circulation THE SPOKESMAN-REVIEW

Based upon careful analysis, 98% OF ALL NATIONAL ADVERTISERS
 using Spokane newspapers, whose copy is acceptable and not conditioned
 on news or editorial support, **CHOOSE THE SPOKESMAN-REVIEW**
AND SPOKANE CHRONICLE.

NEWS about Speaking of Surveys

Spokane Daily Chronicle
 Only Spokane Tribune newspaper publishing the Associated Press news
 Spokane, Wash., Telephone, KELLOGG 1-1110. Price 10¢

BASIN PASSES TESTS OF U. S. EXPERTS
 Japanese
 Survey as 97 $\frac{1}{2}$ % Correct
 1930 Census of Radio

*Other
 Surveys
 not
 Ready*

**1931
 RADIO SURVEY**
 1931
 REMEDY SURVEY
 26 PAGES

**1931
 SOAP SURVEY**
 26 PAGES

**1931
 COSMETIC SURVEY**
 26 PAGES

FOOD PRODUCTS SURVEY
 DENTIFRICES SURVEY
 AND OTHERS

Once again the reliability of the REVIEW-CHRONICLE market surveys as sales guides for the Spokane Country has been proved. Uncle Sam, through his actual count of radios in the homes, has placed his stamp of approval on our 5th Radio Survey. The REVIEW-CHRONICLE'S 1930 Radio Survey showed that there were 52,201 radios in the homes of the Spokane Country. The U. S. Census figures, made available several months later, showed that there were 53,381 sets in the Spokane Country.

Now our 6th Radio Survey is almost ready, and tentative results show that the Spokane Country yet needs over 10,000 additional sets to bring it up to the average for such sections as New England, Eastern and Middle Western States.

Other 1931 REVIEW-CHRONICLE surveys now available (9 to 50 pages each); 1931 Radio; Soap; Family Remedies; Cosmetics; Dentifrices; Electrical Appliances; Life Insurance; various food products; automotive lines.

Exhibit Shows

-REV SPOKANE CHRONICLE-86% UNduplicated

SPOKANE METROPOLITAN AREA
 Families - - - - - 37,196 **98.1%**
 Homes Reached - 36,498 **Coverage**

SPOKANE and 100-MILE CIRCLE
 Urban Families - 72,486 **98.4%**
 Homes Reached - 71,299 **Coverage**

Finding the 100 Per Cent Advertising Appeal

Some Specific Methods Used by Advertisers Who have Developed Powerful Copy

By Stuart D. Cowan
President, Cowan & Dengler, Inc.

[EDITORIAL NOTE:—At the Association of National Advertisers' convention this week in Washington, Mr. Cowan made a talk on advertising tests that abounded in factual material. From his extended speech, we have briefed the following notes.]

Ambrosia

ONCE the salability of the product had been checked, it was decided to concentrate on the one appeal of outstanding strength. The problem was to determine that appeal. A consumer survey checked fourteen points, one of which ranked three times as strong as any other. This led to testing keyed copy in the New York market, checking both coupon replies and retail sales.

All these data confirmed the survey. Then three appeals were tested in another local medium—more confirmation. Then four appeals were tested in four Mid-Western cities on a staggered cycle—further confirmation. Thus the basic appeal,—pore-deep cleansing, the medically correct method of caring for the skin—was made the basis of the national campaign.

Odorono

At the outset, two advertisements of the same size were tested in the same magazine. The first featured the bottle and the name and told what it would do. The second featured the woman's dress problem. Although it was inserted following number one, presumably a disadvantage, the dress advertisement outpulled by ten to one. That idea made a national sale.

Later, a survey showed women knew Odorono, thought well of it, but many thought they did not need it. Hence the personal fear appeal,

"She never knew how close she came to happiness." Sales doubled in one year and increases followed. This was the first of the Personal-Fear campaigns.

Listerine

As you may know, the halitosis idea was first tested at small expense in local mediums, with type headlines and copy, no illustrations. That test led to the national campaign with which we are all familiar.

In working out the idea for the toothpaste, a price appeal, the test served as supporting evidence and aided in this great and quick success.

Lifebuoy

A hunch on the part of Mr. Countway, followed by a test campaign in a group of small cities, resulted in making "B.O." a good team-mate for halitosis.

Nonstop

In a consumer survey among a thousand women, three basic appeals were checked. They ranked 100, 78, and 73.

Then followed the test campaign where ten half-page proofs having several appeals, were mailed to magazine readers, 3,000 apiece. The appeal which led in the consumer survey fell behind the other two appeals. But the other two ran in the same order as in the survey. An explanation for the discrepancy was immediately apparent.

Then followed a further mail test of five advertisements. Again each was sent to 3,000 names. By combining two appeals which showed up well in the first mail test and had proved highly interesting in the survey, with a layout

which won the first mail test, a new puller had been created.

Fleischmann's Yeast

Fleischmann tested three appeals—intestinal fatigue, foreign doctors and sunshine—by newspaper copy in a considerable number of cities. By reason of the Fleischmann delivery system, it was possible to check sales results accurately. As you know, the intestinal fatigue appeal is running continuously in the newspapers while the foreign doctor appeal blended with intestinal fatigue is running in the magazines as "background."

Food Product

O'Dea's testing of appeals on a food product is one of the finest cases we have observed. You will be interested to know that the profits of this company grew as follows:

1927.....	\$200,000
1928.....	400,000
1929.....	800,000
1930.....	889,000

One overshadowing appeal, sampling, has been used throughout, but in conjunction with five specific appeals which rank as follows:

1. Urging trial
2. Children
3. Economy
4. Flavor
5. Popularity

Appeals 4 and 5 had been recognized and used in the past. Appeals 1, 2 and 3 came as new developments. All of this has been possible through the use of coupons, each bearing an individual key number. As a result of tests involving several million inquiries, the advertising is so planned that each of the strongest appeals for certain groups of publications is given its due share of the appropriation; an appeal that may be good in one will prove poor in another.

Ovaltine

As you know, the sleep appeal was the result of test campaigns. Coupon returns and sales proved its surprising vitality. Result—large volume and large earnings

for a company formerly in red figures.

Pyrex Baking Dishes

A campaign on the style appeal had resulted in no sales increase. A survey among 300 women who had bought the product showed that half of them were afraid to cook in it. Thus, the new appeal dramatized the durability of the product under heat and the effect of using Pyrex on the foods cooked in it. Results: An increase of 200 per cent in one year. . . . In 1926, a survey among 2,500 housewives proved that baking results was the big appeal. Further increases in sales resulted. Coupon results have confirmed the decision.

New York Art Directors Start Lecture Series

The Art Directors Club of New York presented the first of a series of five lectures on Monday evening, November 16, at Roosevelt House. The remaining four will be held on successive Monday evenings. Under a plan new this year, the club is sponsoring two speakers for each meeting instead of one, as in the past.

Carleton Spier, copy chief of Batten, Durstine & Osborn, Inc., was the first speaker on Monday. He was followed by Henry Eckhardt, president of Kenyon & Eckhardt, Inc. Their joint topic was "How to Meet the Competition of 1932."

In making his plea for simple and forceful advertisements, Mr. Spier drew upon industry for his example of true simplicity. He contended that the older and larger a business grew, the simpler it became. And so with advertising. Advertising is now fairly well established and its messages are becoming simple. The advertising for 1932 must be geared for the man in the street. He understands a Stop-Go sign. And therefore tomorrow's advertising must approximate the virtues of a Stop-Go sign.

Mr. Eckhardt said that this year and next every agency man will be looking for something that "will work a little better." "Today there is fierce competitive selling. Should I advise my client to sit tight? It seems that the big job of the agency man is to help the client fight today's battle and at the same time keep his position for future years."

Today's advertisements, said Mr. Eckhardt, must offer (1) outstanding low cost; (2) outstanding superiority, and (3) outstanding novelty.

Mr. Eckhardt also said that he believed good taste would return in advertising as soon as hysteria waned.

The subject of the next meeting will be "The Challenge of the Camera." Speakers will be Édouard Steichen and Roy F. Spreiter.

Erwin, Wasey Write Newspapers About National Rates

Five Outstanding National Advertisers Have Read and Endorsed This Important Statement

ERWIN, WASEY & COMPANY have mailed to the publishers of American daily newspapers a statement on the national-local rate situation in the form of a brochure entitled: "Fair Play Is Always Good Business." The last page of the brochure contains the personal signatures of the presidents of the following organizations, all of whom have read and endorsed the statement: General Foods Corporation, The Goodyear Tire & Rubber Company, Inc., Hudson Motor Car Company, The Procter & Gamble Company, and the R. J. Reynolds Tobacco Co.

The statement was accompanied by a letter signed by Arthur Kudner, president of Erwin, Wasey & Company, Inc.

The statement reads:

* * *

Any institution has a right to choose the principles by which it will operate.

Many corporations have developed a thriving business on the principle that the buyer of one unit is entitled to the same price as the buyer of any large number of units.

Many other corporations have achieved notable success on the principle that it pays to give a better price to the quantity buyer than to the small buyer.

Both of these policies have strong advocates in many industries, including the publishing business.

The publishers of approximately 100 American daily newspapers have adopted the flat rate principle of pricing their advertising. They quote flat rates to *all* advertisers—national and local—regardless of the total annual lineage. These publishers clearly believe whole-heartedly in the principle of encouraging, alike, occasional local advertisers and small national

advertisers by giving them their best local or national rates.

If these flat rates are undeviatingly maintained, and if they offer fair values, such publishers can justly stand on a sound principle.

The publishers of a few American daily newspapers have whole-heartedly adopted the sliding scale principle of pricing. Their local advertisers can buy 50,000 lines of space at a rate less than the local rate for 100 lines; their national advertisers can also buy 50,000 lines at a rate less than the national rate for 100 lines.

If such sliding scale rates are in just relation to the quantity and quality of the circulations offered, these publishers can likewise stand on a sound principle.

But how about the publishers of more than 1,800 other American dailies? What principles underlie their business?

Approximately 200 of them offer sliding scale rates, but the prices to local advertisers are progressively reduced, up to 50,000, 100,000, 500,000, or even 1,000,000 lines; whereas the best price offered to national advertisers stops at 5,000 or 10,000 lines!

And *all* the other 1,600 publishers offer similar sliding scale rates to local advertisers, but quote all national advertisers only a single flat price!

Is this fair play?

Is it good business?

On what principle can discrimination be justified?

What would you think if paper manufacturers offered newsprint to catalogue printers, for example, at sliding scale rates running down to half an inflexible flat rate fixed for newspaper publishers?

Times have changed the conditions affecting newspaper publishing no less than every other business.

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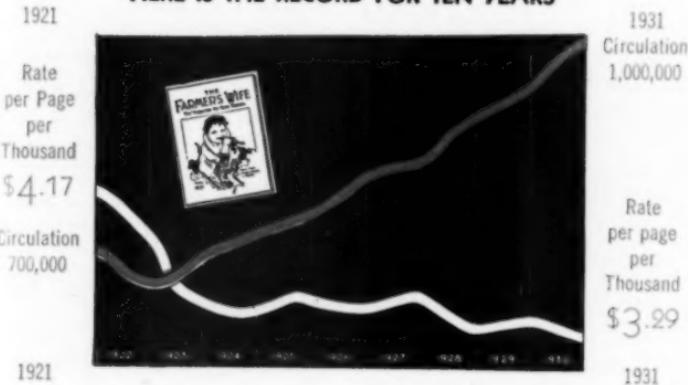
5,000-line

I Want to Know Says the Advertiser

Is the cost of advertising in your publication increasing or diminishing

THE FARMER'S WIFE is willing to tell

HERE IS THE RECORD FOR TEN YEARS



Lowest Rate per Page per Thousand
of any Woman's Magazine of
Standard Page Size.



THE
FARMER'S WIFE
WEED PUBLISHING COMPANY, SAINT PAUL, MINN.



a beautifully printed magazine edited
for the wives of outstandingly
successful farmers.

national contract was cause for pride and wonder.

Today the national buyers of 10,000, 25,000, 50,000 or 75,000 lines contribute a very substantial percentage of the total lineage of many good newspapers—a percentage larger, in many instances, than a year ago.

Today 100,000-line national schedules are not unknown, and will in our opinion be increasingly common. We believe even 150,000-line schedules for 1932 might be placed with publishers who offer outstanding value by quoting rates on a fair, sound principle.

The soundest principle we can suggest is that publishers quote exactly 5 per cent less than the base national rate for any sized contract quoted to local advertisers at 5 per cent less than the base local rate; and 10 per cent, 15 per cent or x per cent less than the base national rate for each and every sized contract quoted to local advertisers at 10 per cent, 15 per cent or x per cent less than the base local rate.

National advertisers will welcome quantity contracts offered on this basis, or cash discounts offered on the same basis.

In these times, more than ever before, fair play will be good business.

To Represent Casper "Times"

The Casper, Wyo., *Times*, has appointed Cone, Rothenberg & Noee, publishers' representatives, as its national advertising representative in the East. R. J. Bidwell, publishers' representative, has been appointed to represent the *Times* on the Pacific Coast.

Charles W. Barton is now editor and publisher of the Casper *Times* in addition to publishing the *Northwestern Farmer & Rancher*. Both publications will be represented by the above companies.

Ozo Mist to Blum Agency

The Adson Chemical Company has appointed the Charles Blum Advertising Corporation, Philadelphia, to direct the advertising of Ozo Mist, an inhalant for colds. Newspaper and radio advertising will be used.

Advanced by Doremus

Edwin A. Buckalew, who has been with the San Francisco office of Doremus & Company, advertising agency, has been appointed manager of the Los Angeles office of that agency.

Death of W. D. Callender

W. D. Callender, president of the Tradepress Publishing Corporation, Chicago, publisher of *Rock Products*, *Barrel and Bar* and *Concrete Products*, died last week at Highland Park, Ill., at the age of sixty-one. He was at one time identified with *The Wheel*, an early bicycle trade paper and was for many years advertising manager of the *National Provisioner* and, later, of the *Engineering and Mining Journal*.

About twenty years ago he founded *Motorcycling and Bicycling* at Chicago and later was publisher of the *Sporting Goods Journal*. At the time of his death he was principal owner of the Trade Journal Company, New York, publisher of *Trunks and Leather Goods*.

Tangee to Go to Cecil, Warwick & Cecil

The George W. Luft Company, Long Island City, N. Y., maker of Tangee lipstick, rouge and other beauty preparations, has appointed Cecil, Warwick & Cecil, Inc., New York advertising agency, to direct its advertising account. This appointment becomes effective with the May, 1932, issues of magazines.

Jordan Advertising Abroad, Inc., will continue to handle the Luft company foreign advertising.

H. C. Parmelee Elected by McGraw-Hill

Dr. H. C. Parmelee, formerly editor of *Chemical and Metallurgical Engineering*, has been elected a vice-president of the McGraw-Hill Publishing Company, New York. He will continue as editorial director of the company's thirty-four engineering, industrial and business publications.

W. T. Jones with Tempo Books

Wesley T. Jones, formerly with The American News Company, Inc., and, more recently, with the Clinical Laboratories Company, has been appointed advertising and sales manager of Tempo Books, Inc., New York, publisher of health science books.

R. J. Krenek Joins Mickelberry's Food Products

R. J. Krenek, for the last five years with the Sehl Advertising Agency, Chicago, has been appointed advertising manager of the Mickelberry's Food Products Company, of that city.

J. W. Forney Joins Guenther-Law

John W. Forney, formerly with Critchfield & Company, Chicago advertising agency, has joined the Philadelphia office of Rudolph Guenther-Russell Law, Inc., advertising agency.

Outdoor Group Centers Attention on Its New Program

ACCEPTANCE of the principles of the newly organized Outdoor Advertising, Inc., was registered at the forty-first annual convention of the Outdoor Advertising Association of America held in Detroit, November 10, 11 and 12. The co-operation of advertising agencies with the new selling plan of the outdoor industry was expressed by a number of speakers among whom were H. T. Ewald, president of the Campbell-Ewald Company; William H. Johns, president of Batten, Barton, Durstine & Osborn, Inc.; W. C. D'Arcy, president, D'Arcy Advertising Company; Joe M. Dawson, vice-president, Tracy-Locke-Dawson, Inc.; Milton J. Blair, vice-president of the J. Walter Thompson Company and F. W. Kurtz, head of the outdoor advertising bureau of N. W. Ayer & Son, Inc.

A summary of the viewpoint of the agency on outdoor advertising was contained in a paper read for John Benson, president of the American Association of Advertising Agencies, who is now on the Coast. Mr. Benson's message expressed the thought that now for the first time the outdoor advertising business is in a position to take advantage of the creative sales ability of advertising agencies and that the agencies will be pleased to work with Outdoor Advertising, Inc., the new sales organization. Mr. Benson also urged agencies to join the National Outdoor Advertising Bureau. Mr. Ewald, chairman of the board of the National Outdoor Bureau, also asked the co-operation of the agencies with the Bureau, pointing out that the smaller agency especially needs its assistance and will find its clients well served through it.

Mr. Dawson presented a discussion of the information that should be supplied to advertising agencies in order that they in turn can sell the medium to their clients. More information on circulation, loca-

tions, lighting, etc., he said, is needed.

Kerwin H. Fulton, president of Outdoor Advertising, Inc., struck an optimistic note at the convention saying that he could see good times over the brow of the hill and that the outdoor advertising business had to continue to put its house in order, ready and fit to welcome the returning guest.

George W. Kleiser, Foster & Kleiser, Inc., San Francisco, was re-elected president of the association. W. Rex Bell, Dishon Poster Advertising Company, Terre Haute, Ind., was re-elected vice-president in charge of the business division, and J. B. Stewart, Dixon & Stewart, Clinton, Iowa, will again serve as vice-president in charge of the legal and legislative division.

New vice-presidents were elected as follows: H. C. Macdonald, Walker & Company, Detroit, educational division, and P. L. Michael, Houston Poster Advertising Company, Houston, Tex., plant developing division.

Leonard Dreyfuss, United Advertising Corporation, New York, was elected treasurer. H. E. Fisk was re-elected general manager and was appointed to the additional duties of secretary.

To Represent the "National Sphere"

The *National Sphere*, Washington, D. C., has appointed the National Service Advertising Company, publishers' representative of that city, as its national representative.

M. J. Wolf Starts Own Service

Martin J. Wolf has started his own service at Chicago as a marketing advisor. His offices are at 400 W. Madison Street.

New Account for Kirtland Engel Agency

The Red Top Oil Burner Company, Chicago, has placed its advertising account with the Kirtland-Engel Company, advertising agency of that city.

John Colby Goldfarb has organized his own art research and service bureau at New York, with offices at 101 West 42nd Street.

Why Some Stars Fall Down on New Jobs

It Is Important That Both the Salesman and His Employer Realize That
Much of the Salesman's Success May Be Due to
Many "Outside" Factors

By A. H. Deute

Of Bowman, Deute, Cummings, Inc.

WE are finding, at this time, the first signs of an epidemic of hunting for star salesmen, as houses are trying to get bigger volume out of given territories. And we also find houses trying to hold up volume without increasing selling costs, hesitating to advance salaries for salesmen who feel they should be advanced.

As these two divergent interests come to clash with the interests of the salesman, more than one salesman will lose his poise and make a move which all too soon he will regret exceedingly.

Here is the sad experience of an advertising agency and of a star copy writer it employed not long ago.

For some two or three years, this particular agency had had its eye on a young copy writer of undoubted merit. He was the outstanding star of another agency, producing copy which it was a joy to read.

This agency felt it knew exactly the sort of man it was getting because it knew the head of the competing agency; knew that he was no copy writer; knew full well that this young man was writing the campaigns in question, and saw in the copy something outstanding.

Here was a chance to get a real writer when the time came that a new account called for additional help. Finally getting the star seemed a stroke of good fortune, even though the salary of the star was pretty high. A three-year agreement was signed. When the deal was closed, the star copy writer's connection with the agency was announced in the advertising press.

For the first two or three weeks that the young star was on the payroll of the new agency, little was

expected of him. He was given an opportunity to look about and get the hang of things.

After a month had passed, he was asked to prepare six pieces of copy on a product competing with one for which he had written a great deal of advertising. But when the draft of some of the series was placed before him, the new boss became worried.

Tactfully, and with not a little awe over his temerity, the head of the agency asked his young star to luncheon and then undertook to pull to pieces those unfortunate drafts.

Then began a most trying period of some three months. The star writer plainly enough tried hard. He was in a job he valued very much. He was extremely anxious to make good in a big way. And yet as piece after piece of copy was laid before the agency head, the latter shook his head doubtfully. When, finally, the full campaign was laid before the client, something was plainly missing.

What Was Wrong?

The copy writer himself did not know what was wrong, though he realized that for some reason there was not the sparkle in his present writing. He could not blame his poorer work on the surroundings because in his new job the general atmosphere was infinitely more pleasant than in the old connection. He now had a pleasant office and was afforded a deference and a respect which in his old connection would have been unthinkable.

What was wrong?

It came out when the new employer was having lunch with a magazine representative who knew a little "inside stuff."

"I don't suppose you know," the



Friend of the Small Town Family

INTIMATE contact with small town families for nearly 50 years—that's one reason for GRIT'S prestige in the small towns of today. This close relationship is made possible by GRIT'S three timely editions:

1. **NATIONAL EDITION**—423,000 copies distributed in 14,000 small towns, 86% east of the Mississippi River. Contains news and features interesting to small town readers all over the country. (Includes Pennsylvania and Williamsport Editions).
2. **PENNSYLVANIA EDITION**—145,000 copies covering small towns in Pennsylvania and Southern New York. Carries all National Edition features, plus two pages of special Pennsylvania news from 92 local correspondents. (Includes Williamsport Edition).
3. **WILLIAMSPORT EDITION**—25,000 copies thoroughly covering Williamsport and its trading area. Here, the Pennsylvania Edition becomes a 40-page local Sunday newspaper, carrying late A. P. dispatches and local news events.

Advertisers may order space in whichever edition they desire. This selective coverage enables you to put GRIT in your plans, without waste, at the exact spot where it can do the most good. *Send for free copy of "A Merchandising Study of the Small Town Market."*



Read Every Week by Over 423,000 Families in 14,000 Small Towns
Member A. B. C.

Williamsport, Pa.

representative explained, "that while he actually wrote the copy over at the old place, it was really the copy of the man for whom he worked. The head of that agency used to take your young star into his den, first calmly discuss the copy approach, and then become wildly enthusiastic about the job to be done. The copy writer would leave that conference in a fever of eagerness and would put words on paper which were really the 'old man's' thinking. And while the old man himself could not write a word of good copy, he could inspire this particular writer.

"And don't forget that this star writer of yours was trained and developed by the man for whom he used to work. Also, about ten, maybe twenty, times in the course of construction of a series of ads, the old man would fly into a terrible rage and put your copy writer through the terrors of a most blood-curdling emotional outburst."

There was no "staging" on the part of the former employer. It was just his way of working, and this particular copy writer managed to thrive under the treatment and produce great copy. True, he was often utterly miserable under the continual brow-beating and verbal bullying and was glad of an opportunity to escape from it. But actually, when he became free of the bullying, he lost the driving power which went into his copy.

I know a salesman who is making a very good record with a particular sales manager. That salesman is experienced enough to know that he had best pass up all offers from other houses, because, nine chances out of ten, working under another sales manager he would show a relatively poor record. This salesman is either in the depths of despondency or riding on the crest of the wave. In the former mental attitude, he is worse than useless. Few sales managers would be apt to understand him, and, understanding him, give him the frequent evenings to "charge his batteries." In this case, the salesman lives ten minutes' drive from his boss, and two or three times during a week he is apt to run in of an evening, for a half hour or so, and come

away with enough inspiration to last him at least for the next day. But working away from headquarters, off on his own resources, this star producer would be almost certain to fail. At any rate, he feels that he could not hold up his end, and would probably fall down through sheer fright—as a man who can walk along a one-foot plank lying on the ground would probably topple off that same plank were it raised a hundred feet in the air.

Some years ago, my old boss, the late Alexander H. Kerr, had a brilliant salesman working for him, piling up fine records. After several such seasons, the salesman had a chance, on the basis of his performance, to go to another house. He talked it over with an older man in the company. "I wouldn't change," said the latter. "You're doing a fine job here because you're part of the machine. You fit in. You might not fit in over there. And there doesn't have to be much wrong on a job to send a sales record down below par."

Back Again

But the youngster had a tale of woe about not being appreciated and that sort of thing. He made the change. Within a few months he was anxious to get back. Kerr had a broad business philosophy. Some employers refuse to take back men who have left them. Kerr, though, felt complimented. He had been a salesman himself and knew his man.

"The prodigal son is sick of sleeping in the gutter with the pigs," he said in his sharp, incisive manner. "Maybe he's learned his lesson. He can do a fine job for us if he sees the light. Give him another chance."

When that salesman got back onto the force he brought with him a new sense of loyalty. He had come to realize how much of his personal success was due to the stimulating influence of the man for whom he worked.

Somebody wrote, not long ago, that when a salesman fails to make good on the job, it is probably the fault of the house almost as much as of the man himself. That may be

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stating it rather strongly, but it is true that few of us realize how much influence the right sort of management has on the quality of the work of the individual.

Many a man leaves his job, feeling sure he can take with him all those qualities which made him a success, only to find that something fails to come along.

And so, on the one hand, we find houses losing star men and going on just the same, without any apparent loss. We see other houses, trying overnight to build up a business-getting force, pulling a star from this house and that house, only to find that something seems to be missing.

A few months ago, I ran across a salesman I hadn't seen for some years. He had just gone back to work again for the house with which he had begun. And he was going back at a modest salary, less than the fancy salary which lured him away some three years ago.

Since then, I met his employer again and we talked about this particular salesman. "He didn't realize that a good part of his success, which brought him the fine offer to go elsewhere, was due to the line we were giving him to sell," was the comment. "Let a man do well with a certain line and he is always inclined to minimize the importance of the line he is selling and think only of himself in connection with the success. This was a case of that kind. He'll come back now and do a good job and be happy in his work."

Here is one of the outstanding problems of management—that of making the man-power realize the relative importance of the house to the man.

R. D. Doane with Taylor, Rogers & Bliss

Roland D. Doane, for several years advertising and sales promotion manager of the Lehigh Portland Cement Company, has joined Taylor, Rogers & Bliss, Inc., New York and Chicago, as director of its dealer service division.

Adds "Television" to Name

Starting with the November issue the *Radio Retailer & Jobber*, New York, has changed its name to the *Radio-Television Retailer & Jobber*.

Holland Furnace —A Twenty-four Year Record

P. P. WILLIS CORPORATION
CHICAGO

Editor of PRINTERS' INK:

Could you kindly advise us if you have published any articles, during the last two or three years, on the subject of "the sales, merchandising and service policies of The Holland Furnace Company"?

M. ELGUTTER.

DURING the first thirteen years of its existence (1907-1920), The Holland Furnace Company did a business amounting to \$12,000,000.

In 1920 the company found that advertising could be used profitably to increase sales. Since that time it has been used consistently and sales from 1920 to 1930 totaled over \$132,000,000.

A description of the Holland sales and advertising policies will be found in these articles:

- "Quitting Before the Job is Done," November 6, 1930, page 136.
- "Weathering the Depression," October 30, 1930, page 10.
- "Consumers Must Be Taught How to Spend," May, 1928 (Monthly), page 29.
- "Selling at a Profit Today Depends Upon Adaptability," May 3, 1928, page 10.
- "Selling Consumers Through 330 Branches," August 21, 1924, page 85.
- "Advertising Asks Home Buyers to Specify Make of Furnace Wanted," June 22, 1922, page 106.

—[Ed. PRINTERS' INK.

E. R. McIntyre Joins Standard Process

E. R. McIntyre, for the last fifteen years with the Kimberly-Clark Corporation, Neenah, Wis., in the sales and service departments, has joined the Standard Process Corporation, Chicago, where he will take charge of the sales department.

Now Ford, Ellis & Company

E. J. Elson has severed his connection with the firm of Ford, Elson & Company, Ltd., Los Angeles, printing, and his interests have been purchased by Henry M. Ellis, vice-president and director of sales. The company name has been changed to Ford, Ellis & Company, Ltd.

This Contest Gets Dealers and Clerks to Absorb a Sales Talk

The Wahl Company Offers \$1,000 in Prizes in a Contest That Has a Real Merchandising Slant

By W. B. Edwards

THE Wahl Company, maker of Eversharp pens and pencils, has put into operation a contest for dealers and their clerks which is designed to build up among these trade factors a better understanding of the Eversharp sales story. In other words, this isn't a window display contest, or a quota contest, or any of the other types of contests generally devised by manufacturers for the retail trade. The sole purpose of the contest is to inculcate in the retail trade a better understanding of the company's special talking point and how to use that talking point in selling over the counter.

The basis of the contest is a twenty-four-page booklet, containing not many more than a thousand words. The booklet is entitled: "The Easiest Way to Sell Fountain Pens." It is divulging no secret to say that "the easiest way," according to the company's way of thinking, is to sell Eversharp pens and pencils. The booklet tells why. In the simplest sort of language, it gets across two basic points: (1) The exclusive Eversharp feature, and (2) How to translate that exclusive feature into sales.

In order to compete in the contest, it is essential that the contestant read the booklet. If he reads the booklet even, figuratively speaking, with one eye shut, he has absorbed enough of the Eversharp message to be able to do a better job of selling this particular product.

The contest itself is based on awards totaling \$1,000. There is a first prize of \$150, a second of \$100, a third of \$50, two prizes of \$25, and fifty combination pen and pencil sets.

In order to be eligible for the awards the contestant must, after having read the booklet, do two

things: First, he must:

1. Write a four-line rhyme or limerick on Eversharp Personal Point Pens, or
2. Write a slogan of not more than ten words that may be applied to these pens, or
3. Write fifty words on the subject: "Why Should the Public Buy Quality Pens?"

It should be emphasized that the contestant is not asked to do all these three things. He is asked to select just one of the three.

Then he is asked to answer six questions, and here is where the real strategy in the contest comes in. Each question is based on specific chapters in the booklet. And right next to each question is listed the page or pages in the booklet on which the requisite information will be found. For example, question number one is: "What exclusive Eversharp feature makes it possible to sell each customer the point which exactly suits his writing style combined in the holder of his choice? See pages 4, 5 and 6."

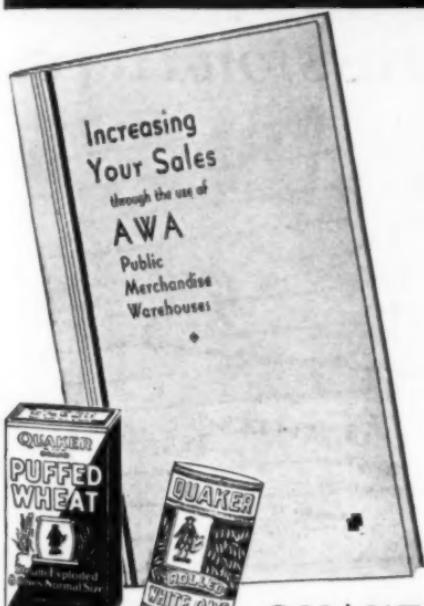
The contest closes on November 30. Up to November 9, approximately 2,000 clerks and dealers had signified their intention of entering the contest. Some 200 of the blanks furnished by the company to contestants on which they may write their answers to the six questions and the limerick, slogan or essay have already come in.

The contest was announced to dealers on October 19 in a letter reading:

Dear Mr. Dealer:

Fifty-five prizes amounting to more than \$1,000 will be given away in Eversharp's great new prize contest. The rules and conditions are fully explained on the contest blank which we enclose together with a copy of the booklet, "The Easiest Way to Sell Fountain Pens."

Reading the booklet will not only enable you to answer the questions readily, but it may also help you



**This Book Is FREE!
Write Today for
Your Copy**

QUAKER OATS Uses AWA Warehouses To Give Better Service— and so can you!

IN 126 cities of the United States, Canada, Cuba and Hawaii, member warehouses of the American Warehousemen's Association can do everything for you that your own branch house could do in the physical distribution of your goods. And they can do it for less money than it would cost you to operate a branch in any of those cities!

The manufacturers who are most successfully weathering the depression are those who distribute their goods efficiently and economically through public merchandise warehouses. They give their trade immediate delivery from strategically placed spot stocks. "We use public warehouses to a considerable extent in the larger distributing centers of the country," says C. A. Bowman, vice-president in charge of cereal sales for The Quaker Oats Company. "This warehousing is done not

alone with the idea of saving money—but in all cases to give better service in the distribution of our products, where emergency needs are required by the distributors."

✓ WRITE FOR FREE BOOK
Full details of the AWA Plan of Distribution are described in our 32-page booklet: "Increasing Your Sales Through the Use of AWA Warehouses." Have your secretary write today for your copy.



AMERICAN WAREHOUSEMEN'S ASSOCIATION
1959 Adams-Franklin Bldg.
Chicago, Illinois

No Depression Here

—And no lack of results from a paper that is welcomed into the homes like the Jersey Observer in Hudson County, New Jersey.



—The Local Merchant Knows

Jersey Observer

Covers Jersey City, Hoboken, Union City and Five Towns in Hudson County, N. J.

Nationally Represented by
Gilman, Nicoll & Ruthman

New York

Chicago

Detroit

San Francisco

Boston



An illustration from "The Easiest Way to Sell Fountain Pens," the Booklet That Is the Basis for the Contest

to make pen sales more easily.

All dealers and clerks engaged in the selling of fountain pens are eligible to compete. Send in your entry blank at once. Just a little study will make it easy for you to win a mighty handsome Christmas present.

Read the small booklet, and then prepare the answers to the questions on the contest form. Literary style and spelling will not be considered by the judges. Just set down your own ideas. Do this as soon as possible because the contest closes November 15.

If you need more contest blanks, we will send them to you at once.

Very truly yours,

The company's salesmen have also been pushing the contest and they were largely instrumental in getting for headquarters the names of dealers' clerks.

H. C. Illium, manager of The Wahl Company's advertising department, says: "One of the outstanding features of this contest is its simplicity. It was conceived with the purpose of getting the dealer and his clerks to read the 'Personal Point' story. The answers to the six questions are given in the booklet. If we can succeed in getting the salespeople to read the story of our fountain pens, we will consider the awards we are giving well worth while."

"The story of our interchangeable point is interesting and, we think, unique. It has been featured for some time, but it has been

somewhat of a difficult task to get the dealer and his clerks to appreciate its value. We believe this contest will be a long step toward building a better understanding of our special talking point."

Parton and Schreier with Hartman Agency

Hugo Parton and Harry R. Schreier have joined the staff of the L. H. Hartman Company, Inc., New York advertising agency. Mr. Parton, who will be chief of the copy department, was for many years with the former George Batten Company. More recently he has been with Erwin, Wasey & Company.

Mr. Schreier, who joins the Hartman agency as production manager, was previously with Conklin Mann, Inc., former advertising agency, in a similar capacity.

H. L. Clark in Business for Self

Herbert L. Clark, for many years sales and advertising manager of the Endicott-Johnson Company, Endicott, N. Y., has resigned to enter the shoe manufacturing business for himself. He will engage in the manufacture of men's shoes under the name of the Mayflower Men's Wear Corporation at Kingston, Mass.

Leave Dorrance, Sullivan

W. Arthur Cole, vice-president of Dorrance, Sullivan & Company, New York, and Dorrance, Kenyon & Company, Boston, has resigned. Arthur Eaton, director of copy of Dorrance, Sullivan & Company, New York, has also resigned.

Chain-Store Sales for October

Company	Oct. 1931	Oct. 1930	% Chge.	10 Months 1931	10 Months 1930	% Chge.
Great At. & Pac. (a)	95,497,921	100,965,024	-5.4	691,753,883	710,782,715	-2.6
*Sears, Roebuck (b)	27,145,925	34,588,125	-21.5	287,213,533	319,063,550	-10.0
F. W. Woolworth.	26,149,841	26,423,127	-1.0	220,947,039	222,884,549	-0.8
†Safeway Stores..	23,751,473	25,241,504	-5.9	238,369,343	254,130,385	-6.2
*Montgomery Ward	22,034,206	30,092,894	-26.7	179,058,940	221,246,015	-19.0
J. C. Penney	17,968,473	19,881,041	-9.6	135,936,515	150,296,169	-9.5
Kroger G & B (c)	17,606,565	20,362,833	-13.5	191,780,630	203,023,676	-5.5
S. S. Kresge	12,498,350	12,853,399	-2.7	112,391,774	113,868,629	-1.2
Amer. Stores (d)	9,964,146	10,862,704	-8.2	113,231,731	118,350,388	-4.3
Firat National (e)	8,281,595	8,335,541	-0.6	88,525,713	90,706,483	-2.4
W. T. Grant	7,422,909	7,082,784	+4.8	56,700,246	52,576,217	+7.8
National Tea	6,748,405	7,303,806	-7.6	64,431,180	70,745,855	-8.9
S. H. Kress Co.	5,706,437	5,715,768	-0.2	52,234,090	51,694,130	+1.0
Walgreen	4,420,710	4,154,108	+6.4	45,472,981	42,839,951	+6.1
McCropy Stores	3,881,359	3,606,424	+7.6	32,944,036	32,823,504	+0.4
H. C. Bohack (f)	3,472,524	3,439,554	+0.9	26,542,253	24,085,814	+10.2
F. & W. Grand-Silver	3,599,842	3,321,723	+8.3	28,469,441	28,490,627	-0.7
*Nat'l Bellas Hess	3,007,664	3,916,747	-23.2	27,451,624	29,392,441	-6.6
Daniel Reeves	2,986,279	3,283,979	-9.0	26,317,835	28,614,645	-8.0
Grand Union	2,873,902	2,812,319	+2.1	28,484,757	29,216,174	-2.5
J. J. Newberry	2,824,942	2,719,200	+3.8	23,299,116	22,091,177	+5.4
Childs	2,208,172	2,258,966	-2.2	20,159,955	22,198,831	-9.2
Melville Shoe	2,177,050	2,230,962	-2.4	22,044,007	23,327,712	-5.5
Lerner Stores	2,161,951	2,216,001	-2.4	20,396,263	19,376,777	+5.3
McLellan Stores	1,941,434	2,262,277	-14.1	16,430,719	18,029,850	-8.8
Interstate Dept.	1,870,114	2,070,188	-9.6	17,013,223	16,726,002	+1.7
Dominion Stores	1,866,800	1,775,201	+5.1	20,966,708	19,702,777	+6.4
Consolidated Retail	1,718,622	2,064,688	-16.7	15,757,959	18,147,431	-13.1
G. C. Murphy	1,715,304	1,621,448	+5.7	14,660,983	12,748,200	+15.0
Peoples Drug	1,469,235	1,392,803	+5.4	14,287,781	13,667,643	+4.5
Loft, Inc.	1,389,480	1,092,796	+27.1	11,082,278	8,680,850	+61.0
Neisner Bros.	1,366,379	1,427,294	-4.2	12,412,232	12,000,444	+3.4
Waldorf System	1,357,745	1,350,325	+0.5	12,942,434	13,162,579	-1.6
Lane Bryant	1,238,140	1,689,658	-26.7	13,027,857	14,395,307	-9.5
West. Auto Supply	1,120,700	1,322,400	-15.2	10,393,200	11,557,000	-10.0
Jewel Tea (g)	998,724	1,158,230	-13.7	11,469,885	13,037,421	-12.0
Schiff Co.	962,358	935,408	+2.8	8,263,384	7,936,244	+4.1
Bickfords	687,070	555,207	+23.7	6,557,606	4,923,159	+33.2
Edison Bros.	576,181	491,425	+17.2	4,907,453	3,566,276	+37.6
Kline Bros.	569,414	502,042	+13.4	4,137,952	3,528,632	+17.3
Winn & Lovett	425,459	395,645	+7.5	4,225,735	4,549,433	-7.1
Exchange Buffet	423,972	531,742	-20.2	4,431,558	5,314,521	-16.6
Sally Frocks	435,777	424,582	+2.6	3,734,316	3,863,370	-3.3
M. H. Fishman	251,746	235,943	+6.6	1,977,922	1,646,040	+20.1
Nat'l Shirt Shops	229,618	283,160	-18.9	2,848,033	3,421,040	-16.7
Kaybee Stores	216,750	244,067	-11.2	1,541,310	1,422,785	+8.3
Morison Elec. Sply.	151,786	219,423	-30.8	1,476,947	1,553,883	-4.9
Totals	337,373,449	367,714,487	-8.25	2,948,704,360	3,093,607,301	-4.68

†Including MacMarr. *Includes both chain and mail-order sales.

(a)—5 weeks and 35 weeks to Oct. 31.
 (b)—4 weeks and 44 weeks to Nov. 5.
 (c)—4 weeks and 40 weeks to Oct. 10.
 (d)—4 weeks to Oct. 31.

(e)—4 weeks to Oct. 24 and period to Oct. 24.
 (f)—5 weeks and 39 weeks to Oct. 31.
 (g)—4 weeks and 44 weeks to Oct. 31.

NUMBER OF STORES IN OPERATION

	END OF OCTOBER 1931	END OF OCTOBER 1930		END OF OCTOBER 1931	END OF OCTOBER 1930
Kroger	4,903	5,198	McCrory	241	244
J. C. Penney	1,458	1,446	S. H. Kress	222	216
Jewel Tea	1,331	1,270	F. & W. Grand-Silver	218	207
Kresge	705	667	G. C. Murphy	172	164
Melville Shoe	477	492	Peoples Drug	125	118
Walgreen	466	443	Childs	107	111
W. T. Grant	397	340	Neisner Bros.	78	71
McLellan	278	276	Exchange Buffet	35	35
Safeway					
MacMarr			2,604	2,691	
			1,370	1,389	

Chge.	%
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15	-2.6
15	-10.0
49	-0.8
85	-6.2
15	-19.0
59	-9.5
76	-5.5
29	-1.2
88	-4.3
83	-2.4
17	+7.8
55	-8.9
30	+1.0
51	+6.1
04	+0.4
14	+10.2
27	-0.7
11	-6.6
45	-8.0
74	-2.5
77	+5.4
31	-9.2
12	-5.5
77	+5.3
50	-8.8
02	+1.7
77	+6.4
31	-13.1
00	+15.0
33	+4.5
50	+61.0
44	+3.4
79	-1.6
07	-9.5
00	-10.0
21	-12.0
14	+4.1
59	+33.2
76	+37.6
32	+17.3
33	-7.1
21	-16.6
70	-3.3
40	+20.1
40	-16.7
35	+8.3
33	-4.9
01	-4.68

period to
Oct. 31.
Oct. 31.

OCTOBER
1930
244
216
207
164
118
111
71
35

Industrial Marketers See Need for Up-to-Date Research

"**A**S business conditions change, companies may find that their territory divisions, division of customers among salesmen, sales expense, or even their customers themselves are no longer what they were in the past," Frederick B. Heitkamp, general sales manager of the Cincinnati Milling Machine Company, told the Industrial Marketing Division of the American Management Association at its meeting at Cleveland on November 11. "It is a common fallacy," he continued, "to believe that a market which has produced excellent sales in the past is capable of producing similar sales in the future. One company saved a great deal of future expense and effort by a study which revealed that it had already saturated its market. The amount of effort to be spent in further development of any market may be determined by a careful analysis of market potentials."

T. M. McNiece, of the Union Carbide & Carbon Corporation, and chairman of the association's industrial marketing research committee, described to the meeting the results of a questionnaire submitted to members. The answers to the questions indicated:

1. That a large percentage of companies have a comparatively slight knowledge of total market and territorial demand for their class of products; and that the outstanding reason for such failure is the lack of information.

2. That published data are generally inadequate and should be supplemented by material gathered privately.

3. That there is a great preponderance of use of information published by the United States Government bureaus; although many companies rely principally upon trade association data and on publications.

4. Data by counties were very generally requested, although many would be satisfied with data by

States, particularly those companies dealing directly with their customers. Companies distributing through wholesalers or other agencies have a desire for data by counties, wholesale trading areas being determined by topography and not being confined by State boundaries.

C. S. Carney, vice-president of the Trundle Engineering Company, told the meeting, in discussing the question whether prices are determined by costs, that cases show that actually there is very seldom any relation between cost and selling price; the selling price is determined by forces external to the company, that is, by the market.

There are three directions, said Mr. Carney, in which management is prone to error in determining pricing policies: (1) failure to measure, through market research, the extent to which consumption will be affected by a change in price; (2) failure to analyze costs into their essentials, so as to discover what effect a change in price will have upon profits, assuming that a change in volume has already been determined; (3) failure to realize that price is the resultant of forces external to the manufacturing company, and, therefore, cannot bear any fixed relation to cost, except under monopolistic conditions.

At a dinner of the Industrial Marketing Division on November 12, Dexter S. Kimball, dean of engineering, Cornell University, told the group that none of the new ideas that have been introduced into industrial management during the last forty years is of greater importance than the need of definite, stable policies in the conduct of every branch of business. A policy, he stated, is a carefully considered plan of action, based upon the most accurate available knowledge of the market, and with a given object in view.

Death of W. T. Berdan

William T. Berdan, president of the Michigan Electrotype Company, Detroit, died recently at the age of fifty-nine. He had been engaged in the electrotyping business in Detroit since 1910.

DISTRICT SALES MANAGERS

We have several state territories open for men who possess a fundamental knowledge of advertising—plus, a proven sales record.

The earning possibilities exceed \$10,000 annually, based on a 5-year-term contract. We are only interested in men who can prove their ability, and who are financially able to accept an exceptionally profitable and permanent sales representation on a commission basis.

If you can meet these qualifications and really want to stabilize yourself with a substantial income, write for details—all essential background information in first letter, please!

**"V," Box 119,
Printers' Ink**

"ads"

that roar like cannons
or whisper like lovers.
It has been said that we
know exactly how to
make cannon ads roar
loudest, and how to
infuse delicacy into
the softest-spoken of
advertisements.

LOUISA. LEPIS, INC.
Fine Typography



228 E. 45th St., New York

Vanderbilt 3-8874

V. L. Thompson with Midwest Life

Vernon L. Thompson, formerly with the W. A. Joplin Advertising Agency, Little Rock, Ark., and later advertising manager of the Home Life Insurance Company, of that city, has been appointed vice-president and agency manager of the Midwest Life Insurance Company, Lincoln, Nebr.

Appoints Van Sant, Dugdale & Corner

The Beacon Milling Company, Cayuga, N. Y., poultry and dairy feeds, has appointed Van Sant, Dugdale & Corner, Inc., advertising agency of Baltimore and Syracuse, N. Y., to direct its advertising account. Business papers and direct mail will be used.

New Account to Edwin Bird Wilson

The controlled companies of the American District Telegraph Company, protective signaling systems, have appointed Edwin Bird Wilson, Inc., New York advertising agency, to direct their advertising, effective January 1. Business papers and direct mail will be used.

New Account to Moser, Cotins & Brown

The Willoughby Company, Utica, N. Y., designer and builder of automobile custom bodies, has appointed Moser, Cotins & Brown, Inc., advertising agency of New York and Utica, to direct its advertising account.

To Head Financial Advertising Committee

George Hammond, of the Chicago office of Albert Frank & Company, advertising agency, has been appointed chairman of the publicity committee of the Financial Advertisers Association.

"Institution Management" Has Chicago Office

Institution Management, New York, has opened a Chicago office located at 666 Lake Shore Drive. The office is in charge of Martin & Plume, publishers' representatives, of that city.

Appoints Badger & Browning

E. T. Wright & Company, Inc., Rockland, Mass., manufacturer of Wright arch preserver shoes, has appointed Badger & Browning, Inc., Boston advertising agency, to direct its national advertising.

Advanced by Willard Battery

S. W. Rolph, vice-president of the Willard Storage Battery Company, Cleveland, has been made vice-president and general manager.

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Government Offers Two Retail Studies

Two publications recently issued by the Department of Commerce are "Costs, Markets and Methods in Grocery Retailing" and "Jewelry Distribution by Retail Jewelers." The former is an analysis undertaken at the request and with the co-operation of the merchants in the cities of Louisville, Ky., and New Albany and Jeffersonville, Ind., and presents the market and retail cost analysis phases of the study of twenty-six grocery stores as part of the Louisville grocery survey.

"Jewelry Distribution by Retail Jewelers" contains a nation-wide survey of the retail jewelry business undertaken by the Department of Commerce with the co-operation of the American National Retail Jewelers Association. Both studies may be had by writing the Government Printing Office, Washington, D. C. The grocery study costs twenty cents and the jewelry study ten cents.

American Hammered Piston Advances G. R. Burbank

George R. Burbank, who has for the last ten years represented the American Hammered Piston Ring Company in Pacific Coast, New York State and Pennsylvania territories, has been appointed sales engineer of the company. With headquarters at Baltimore, he will be engaged in the handling of sales and sales promotion activities.

To Direct Saint Louis Meter & Pump Sales

C. H. Armond, founder of the Armond Independent Oil Company, Quincy, Ill., which was recently taken over by the Phillips Petroleum Corporation, has been made director of sales of the Saint Louis Meter & Pump Company, St. Louis. He will be in charge of sales and advertising activities.

G. R. Titus with Donahue & Coe

George R. Titus, for the last several years associated with Lord & Thomas and Logan, Inc., has joined Donahue & Coe, Inc., New York advertising agency, as an account executive.

Roland Stratford to Start Own Business

Roland Stratford has resigned as secretary and treasurer of the Forest City Securities Company and will start his own business at New York as a business counselor.

B. M. Bryant to Manage KJR

Bertrand M. Bryant, sales manager of KJR, Seattle radio station, has been advanced to manager of that station.

It Holds True With Premiums, Too . . .

The order of the day is to economize. It is demanded that the dollar bring more in return, be stretched to its full limit. Very definite economies and benefits await a few more premium users who wish to avail themselves of our unique service which will enable them to:

1. Save money
2. Avoid detail and trouble
3. Offer a wide range of premiums
4. Obtain lowest prices
5. Retain their individuality

But our service doesn't end with these features. Further, you are completely relieved of—

- a. Carrying premium stock
- b. Investing in such merchandise
- c. Handling of premiums
- d. Losses from "dead stock"
- e. Making payments until sales are made

Among those whom we serve are such representative firms as:

Lever Brothers Company, Shefield Milk Company, J. B. Williams Company, McCormick & Company, Union Supply Company (U. S. Steel Corp.), International Circulation Co. (Hearst Publications), Westinghouse Lamp Company.

Why not ask us to mail two interesting booklets, "General Premium Advertising" and "Sales Contests." Please state nature of business and class of trade (consumers, dealers, salesmen or agents) to whom it is desired to appeal.

THE

PREMIUM SERVICE CO.
Incorporated

8 West 18th St. New York City

FARM PAPER SUMMARY FOR OCTOBER

COMMERCIAL ADVERTISING LINAGE

(Exclusive of house, livestock, baby chick and classified advertising)

MONTHLIES

	1931	1930
	Lines	Lines
Country Gentleman	30,183	50,996
Successful Farming	17,622	21,755
Capper's Farmer	17,574	25,325
California Citrograph	16,947	18,548
Farm Journal	11,791	12,857
Country Home	11,754	12,304
Florida Grower	10,225	12,427
Southern Agriculturist	9,199	16,689
Poultry Tribune	8,007	13,735
Breeder's Gazette	6,870	18,215
Rhode Island Red Jour.	5,253	6,849
Amer. Poultry Journal	5,164	9,592
American Farming	4,993	2,977
Nat'l Live Stock Producer	3,659	4,440
Better Fruit	3,188	4,324
The Bureau Farmer	3,126	4,210
Amer. Fruit Grower	3,088	4,744
New England Dairyman	2,939	3,814
Farm Mechanics	2,746	3,470
Iowa Farmer & Corn Belt Farmer	2,083	†4,630
Farmers' Home Journal	1,329	1,392
Totals	177,740	253,293

†Sept. and Oct. issues combined.

SEMI-MONTHLIES

Progressive Farmer & Southern Ruralist		
Carolina-Va. Edition	14,731	30,749
Georgia-Ala. Edition	14,580	31,094
Miss. Valley Edition	14,538	30,760
Kentucky-Tennessee Edition	14,181	31,102
Texas Edition	13,677	30,895
Okl. Farmer-Stockman	14,598	23,020
Missouri Ruralist	13,084	20,298
Hoard's Dairyman	13,073	25,101
Indiana Farmer's Guide	10,594	*23,472
Utah Farmer	8,216	16,952
Montana Farmer	7,639	17,417
Southern Planter	7,042	13,330
Western Farm Life	6,754	12,973
Arizona Producer	6,266	9,926
Arkansas Farmer	5,064	6,319
Missouri Farmer	3,660	4,374
Southern Cultivator	2,098	2,297
Totals	169,789	330,079

*Four Issues.

BI-WEEKLIES

(Three Issues)

	1931	1930
	Lines	Lines
Wallaces' Farmer and Iowa Homestead	26,725	*45,261
Dakota Farmer	22,458	†27,801
The Farmer & Farm, Stock & Home	*\$41,539
Minnesota Edition	21,940	
Dakotas-Mont. Edition	21,392	
Prairie Farmer	*\$34,644
Illinois Edition	21,047	
Indiana Edition	16,964	
Wisconsin Agriculturist & Farmer	18,779	*35,874
Totals	149,305	185,119

*Four Is. †Two Is. ‡One Edition.

WEEKLIES

(Five Issues)

	1931	1930
	Lines	Lines
Nebraska Farmer	23,152	*41,189
Pacific Rural Press	22,069	*31,716
New Eng. Homestead	20,656	*24,960
California Cultivator	20,066	*25,440
Rural New Yorker	17,752	*25,598
Kansas Farmer, Mail & Breeze	17,337
Michigan Farmer	17,082	*27,902
Pennsylvania Farmer	16,449	*30,083
Ohio Farmer	16,122	*33,374
Washington Farmer	15,912	29,037
Farm & Ranch	14,894	*29,999
American Agriculturist	14,648	*23,896
Oregon Farmer	14,635	23,976
Idaho Farmer	12,153	23,077
Dairymen's League News	5,868	7,240
Totals	248,795	406,707

*Four Issues.

FARM NEWSPAPERS

(Four Issues)

	1931	1930
	Lines	Lines
Kansas City Weekly Star	19,174	*34,220
Dallas Semi-Weekly Farm News	*\$8,490
Friday Edition	*5,274
Tuesday Edition	4,193
Totals	28,641	42,710

*Five Issues. †One Edition.

Grand Totals 774,270 1,217,908

(Figures compiled by Advertising Record Company)



Motorized Dairy Farms

THE gasoline motor does far more work than horses ever did on the motorized farms of the New York City Milk Shed. Out of 1,000 subscribers to the Dairymen's League News—

830 farms have 1,097 automobiles

540 farms have 589 trucks

436 farms have tractors

In addition, the Dairymen's League Cooperative Assn. pays out over \$2,500,000 yearly for trucking service.

What a Huge Market for

Gasoline	Motor Oil
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Tires	Accessories
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Automobiles	Trucks
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Tractors	Tractor Equipment
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An advertising schedule in the Dairymen's League News places the advertiser in a preferred position to secure his quota of this desirable business. And the cost is exceedingly moderate.

Write for Sample Copy and Rate Card

This Map Shows
the New York
City Milk Shed

DAIRYMEN'S
league
NEWS

NEW YORK—11 West 42nd St.
R. L. Culver, Bus. Mgr.
Phone Pennsylvania 6-4760

CHICAGO—10 S. La Salle St.
J. A. Meyer
Phone Franklin 1429



PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rosell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: AShland 4-6500. President and Secretary, J. I. ROMER, Vice-President, R. W. LAWRENCE, Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 6 North Michigan Avenue, GENE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager, San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor.

ROBERT W. PALMER, Managing Editor

ROY DICKINSON, Associate Editor

C. B. LARRABEE, Associate Editor

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Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, NOVEMBER 19, 1931

Keeping Rate Discussions Good Natured

Several publishers in private conversations have said recently that there is a wide difference between two kinds of rate discussions.

Open discussion, kept on a good-natured basis, is one sort. Lee Bristol, president of the Association of National Advertisers, has kept the discussion on such a basis. Even the publishers who disagree with his conclusions appreciate both his right to express them and his attitude. Such discussions have been made a part of the Association's current convention.

But there is another sort of discussion, more bitter and not in the open, which is in a totally different class. In the bitter type of discussion, during which a horizontal general rate cut is demanded regardless of individual cases or service rendered, there is a situation

always present that is dangerous to all concerned in advertising. Plans made behind closed doors sometimes don't sound so well in the open; moreover, they often get all parties concerned off the main track.

It is natural that an advertiser should want to secure as much advertising value as possible for the money he invests. But the discussion on the rates he pays for good service should be kept on an individual, not a horizontal basis.

There is no good reason why these discussions should be ill-natured or savor of the big stick. Many a publisher has co-operated with advertisers and agents in giving up forced circulation methods, sometimes demanded in good times by the advertiser himself, but which were uneconomic from the standpoint of both publisher and advertiser. Today, all who are interested in the subject are working for increased responsiveness of the medium. It is up to all to collaborate and co-operate to the best of their ability to get the most value out of present-day advertising.

Rate discussions and revisions are cases for individual discussion and decision. There is no reason why all of these matters cannot be kept on a good-natured and common-sense level.

Chattering Contests

Advertising just about pulls itself out of a testimonial jag, only to go on a contest rampage. Because of the time limitations of radio, it is impossible to tune in on a network for an anticipated evening's entertainment without having the eardrums pounded to exasperation with contest chatter.

Eighteen sponsors on three networks are whooping the air with contests. It would be interesting to know just how many of the radio audience which stays through each hullabaloo are professional contestants. Maybe these professionals constitute a satisfactory market, but we doubt it.

Meantime the great army of non-contestants is being imposed upon

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Such good-will as comes from the comparatively few who win prizes could never counterbalance the ill-will of the unsuccessful amateurs. Let advertisers and advertising agencies bear this in mind: It is one thing deliberately to stimulate listener mail and another to win lasting customers on the merit of a product that is bought through suggestion and not by artificial stimulus.

There is a lesson in the experience of one advertiser who has been notably successful in radio. He has offered samples and the records show \$5 in sales for every sample sent. Inquiries fell off and a contest run to stimulate listener mail. The advertiser is getting lots of letters but he confesses that he would rather not talk about the ratio of sales to these inquiries any more.

Contests, like testimonials, have their importance as advertising tools. It is the misuse of them which creates resentment on the part of the public. The contest is an appetizer and, like all appetizers, too much of it causes indigestion. Soundly constructed contest plans will win attention over the air as they do in space advertising. But a constant din of them every night will damn even the contest of merit.

Because radio is new, present legislation permits practices which, through the mails, would be illegal. The broadcasting industry realizes that these unlegislated practices are unsound. It should be of significance to advertisers that the industry favors enactment of legislation to bring broadcast contests under the same legal restrictions that govern printed announcements of contests.

For the good of the radio medium, and for the benefit of advertising in general, it behooves advertisers to look into the future and see if what produces results today under pressure, may not be a boomerang tomorrow. We anticipate that, by the time needed legislation is enacted, radio contests will have reached the saturation point, if they have not reached that point already.

Kemmerer Puts It Up to the Banker

Professor Edwin Walter Kemmerer of Princeton University, authority on world finance, used the New York Advertising Club as a forum from which to ask the American banker a pertinent question. He said:

"Have our bankers enough knowledge of international finance, enough experience, enough vision and enough financial leadership to take the position that London is now passing over to us? It is our opportunity and our responsibility."

A country like the United States with 38 per cent of the world's supply of monetary gold, totaling in amount approximately \$4,300,000,000, with gold in our Federal Reserve banks still approximately \$1,000,000,000 above legal reserve requirements, with hundreds of millions of gold certificates outstanding for which Federal Reserve notes could be readily substituted—thereby still further increasing the available gold—does not, many other economists agree, have to wait for the return of prosperity in the rest of the world to go ahead now.

As the Wheeler Committee of Chicago has pointed out: "As the most nearly self-contained nation, we have within our own boundaries the elemental factors for recovery. Our national wealth, even stripped of the inflated value foolishly placed on it, still is greater than our pre-war wealth. It is greater too than it would have been under any normal increase between 1914 and 1931. The overwhelming volume of our domestic business in comparison with export trade places us in position to develop internally a constructive recovery if we grasp the opportunity which still is ours."

It is significant that Prof. Kemmerer in putting the question to bankers should have asked it before advertising men. The relation between credit facilities and the starting in motion of new products, new ideas, new selling and advertising plans, is very close. Any man with a wide knowledge of banking conditions in this country

realizes that there are plenty of real bankers who can answer Prof. Kemmerer's question in the affirmative.

It is only a matter of time before the real bankers of the United States will show by their actions and by their utterances, that they are again in the saddle, that they are ready, able and willing to do everything in their power to speed real and permanent recovery.

Price Demoraliza- tion

A wholesale grocer has been telling us about the plight of a cereal maker. Last year, this producer computed volume quotas for all his wholesale distributors. He then informed them that those wholesalers who exceed their quotas by a stipulated figure would receive an extra discount at the end of the year on their total turnover of this item. A second figure was set and, if that was reached, the discount was to be higher. There was also a third figure with a reward of a greater discount to those who reached it.

The offer struck the trade as a juicy morsel to jump after. One wholesaler after another decided to win the highest discount and to forego all immediate profit in order to do so. Prices were cut and a large group of wholesalers were soon selling the cereal at little above its laid-down cost at their warehouses.

These wholesalers increased their volume sufficiently to win the largest discount, but cut prices so drastically that few could show an actual profit even with the extra discount.

Long before the year was over, those wholesalers who did not cut were complaining bitterly to the producer. They threatened to throw out the line. He listened to their complaints and this year the quota discount plan was dropped. Now the wholesalers who cut prices are having the jitters. They insist that they cannot get their customers, to whom they sold at cut prices, to place orders at the regular price.

And they, in turn, are threatening to close out the line, unless the quota discount plan is again put into effect.

The incident is an excellent example of what happens when both the wherewithal and the inducement to cut prices are placed before the distributive trade. Extra discounts, free deals, and similar merchandising plans all have this weakness in common—they are comparable to giving children matches with which to play. They lead to price demoralization and eventually the distributor begins looking for a line to replace the unprofitable item.

W. I. Willis Starts Own Service

Walter I. Willis, who for the last seven years has been vice-president and general manager of the Three-in-One Oil Company, has started his own service at New York as a business consultant. His offices are at 521 Fifth Avenue.

Appoints Batten, Barton, Durstine & Osborn

The Salada Tea Company of Boston has appointed Batten, Barton, Durstine & Osborn, Inc., to direct its advertising in the Greater New York area, effective January 1, 1932.

Fort Smith Publisher Made Bank Director

J. S. Parks, co-publisher of the Fort Smith, Ark., *Southwest American Times-Record* and *Southwest Times-Record*, has been elected a director of the First National Bank of Fort Smith.

Appoints Sanday Agency

The American Institute of Business Administration, New York, has appointed the Sanday Company, New York advertising agency, to direct its advertising account. Newspapers, magazines and direct mail will be used.

Joins Salt Lake City Agency

Lon Richardson has joined the staff of the L. S. Gillham Company, Salt Lake City advertising agency.

Mrs. Boyd McCloud, formerly with the Arthur E. House Advertising Agency, Seattle, has joined the staff of the Weller Radio Publicity Service, of that city.

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Would You DARE check your Advertising this Way?

YOU are a reader of this and other advertising journals. You follow the trends of advertising thought. You have clearly noticed the new attitude displayed by the average advertiser. The cold, critical scrutiny formerly directed mainly upon manufacturing, selling, and distributing is now focused squarely upon advertising.

Today, you are asking, "Is my present advertising worth what it is costing? Can I find appeals that might be more successful? Can I check their effectiveness? Experience teaches me that one salesman can sell twice as much as another. Is my printed salesmanship only half as good as it might be?"

Member *A A A A*

The new attitude is a challenge particularly welcomed by agencies which have *always* had to prove, with direct results, the success or failure of their copy.

This agency was built and has grown entirely on the basis of the checked and carded results it has brought for its clients. A measure of what it has done for them—and what it may do for you (regardless of your product or method of sale)—is reflected in the fact that, during the first 10 months of 1931, its clients spent 17% more money than for the same 10 months of 1930!

SCHWAB & BEATTY
INCORPORATED

The TESTED COPY PLAN in Advertising

386 Fourth Avenue, New York

Advertising Club News

Even When Buyers Are Sold, Let Them Think They Bought

Every sale includes a certain amount of buying and a certain amount of selling, according to H. L. Rusch, supervisor of the performance report division of the Johns-Manville Corporation, who addressed the monthly meeting of the Technical Publicity Association, Inc., New York, held last week.

"The wise salesman," said Mr. Rusch, "will let the buyer think he bought."

Enlarging upon his subject, "Helping the Prospect to Buy," Mr. Rusch outlined the use of performance reports by the Johns-Manville Corporation. Performance reports in industrial advertising, he pointed out, replace the testimonial by showing the prospect the results someone else has obtained by the use of a given product. These reports, Mr. Rusch explained, are used by the salesman to help the prospect to make his decision but they are also used as the basis of newspaper and magazine advertisements and direct-mail pieces.

Chicago Council Plans Christmas Charity Party

Basil Church, Chicago manager of the Capper Publications, has been appointed general chairman of the committee in charge of the arrangements for Chicago Advertising Council's Christmas party. The party takes place on December 17 and is an annual event, with proceeds going to charity.

Other members of the committee are: James T. Aubrey, president of Aubrey & Moore, Inc.; H. K. Clark, Western manager, New York Sun; Lucille Fisk, American Home Magazine Publishers, Inc.; Robert G. Marshall, Robert G. Marshall Letter Company; Kellogg Patterson, Cincinnati Times-Star; W. Frank McClure, Carroll Dean Murphy, Inc.; Frank Mullen, National Broadcasting Company; Burr L. Robbins, General Outdoor Advertising Company; Harlan Ware, Hotel Sherman; H. R. Van Gunten, Dunham, Younggreen, Lesan Company and John Wilson, Hygienic Products Company.

Sponsors Lecture Series

An eight-weeks' course on modern merchandising and advertising, sponsored by the Advertising Club of Los Angeles jointly with the University of Southern California, has been started. The course is under the direction of Professor Frank A. Nagley, assistant professor of merchandising at the University of Southern California.

Heads Columbus Sales Managers

Harold S. Willbarger, manager of the Columbus, Ohio, branch of the Felber Biscuit Company, has been elected president of the Sales Managers' Club of the Manufacturers' and Wholesalers' Association of the Columbus Chamber of Commerce.

New York Advertising Legion Post Elects

Archibald Griffin, of the Aetna Photo-Engraving Company, has been elected commander of the Advertising Men's Post, No. 209, of the American Legion, New York, succeeding Milo Sutliff, of the Literary Guild.

The following vice-commanders were elected: Herbert R. Schaeffer, Erwin, Wasey & Company; Jules B. Matrell, Eppenbach, Inc.; Edward Dalton, Collier Service Corporation; Ernest Salvi, and Eno Fortenbacher.

Dr. Frank Peer Beal, Community Councils, was re-elected chaplain and A. E. Hearn,

E. A. Shank Sign Company, was re-elected adjutant. William F. Wiese, The Winwick Company, was made financial officer and Edward F. Clapp, Travelers' Insurance Company, was elected sergeant-at-arms. Nicholas J. Brooks, of Fisher, Farnsworth & Company, was made historian.

Denver Club to Hold Technical Discussions

The first of a series of evening technical meetings for the discussion of important problems in advertising was sponsored by the Denver Advertising Club on November 12. These regular monthly meetings are being planned to consider the problems of more specialized interest than can be presented at the club's luncheons and in a sense, will be a seminar. The educational committee of the club, under the leadership of R. H. Byrum is arranging these meetings, which will be in direct charge of Professor E. G. Plowman of Denver University.

Federation Appoints Research Advisory Committee

A research advisory committee, composed of fourteen members, has been appointed by the Advertising Federation of America. This newly created committee will co-operate with the Bureau of Research and Education of the Federation, headed by Alfred T. Falk.

Members of the committee are: Dr. Julius Klein, O. C. Harn, John Benson, Francis H. Sisson, Lee H. Bristol, Samuel McElvie, Dr. Virgil Jordon, Professor E. K. Strong, Jr., K. W. Jappe, Laurence H. Sloan, George W. Coleman, Paul T. Cherington, L. D. H. Weld, and Guy C. Smith.

Pacific Coast Agencies Elect Louis Honig

AT the close of its sixteenth annual convention held at Santa Barbara, Calif., the Pacific Association of Advertising Agencies elected

Louis Honig, manager of the Pacific Coast Division of Erwin, Wasey & Company, as its president. Other officers elected were: Henry M. Stevens, manager of the San Francisco branch of the J. Walter

Thompson Company, first vice-president; R. P. Milne, president of Milne-Ryan-Gibson, Inc., Seattle, second vice-president, and E. L. Lynch, of Erwin, Wasey & Company, secretary-treasurer.

New directors of the association are: Dan B. Miner, Dan B. Miner Company, Los Angeles, retiring president of the association; Don Francisco, vice-president for the Pacific Coast of Lord & Thomas and Logan; David Botsford, vice-president, Botsford, Constantine & Gardner, Portland, and Henry Q. Hawes, manager of the San Francisco office of McCann-Erickson, Inc.

United States Senator Samuel M. Shortridge, guest speaker at the "Anchors Aweigh" banquet which brought the convention to a close and which was broadcast over a Pacific Coast radio network, stressed a need for confidence and hope, saying that newspapers and advertisers could do much to bring these about.

A message to the association from Paul Block was read in his absence at one of the sessions by Frederick Wagner, manager of the Los Angeles *Express*. "We know and we can prove how important a part advertising takes in promoting business," he said. "Most business men and some bankers know it,



Louis Honig

but, like most people, they too sometimes fail to act the way they know to be right. They, too, become timid and discouraged, fearful of the future, when, if only they would look back and examine, they would see how their own successes were based on belief in themselves, belief in their products and belief in a public which responded to their efforts to sell something fundamentally useful or desirable through advertising."

Radio as a means of advertising received a share of attention at one of the earlier sessions of the convention. The discussion was precipitated by a talk by Lewis Allen Weiss, manager of station KHJ, Los Angeles, whose speech met a challenging discussion from the floor, participated in by Howard S. McKay, of Foster & Kleiser, John B. Long, general manager of the California Newspaper Publishers Association, Don Belding, of Lord & Thomas and Logan, and A. Carman Smith, of Smith & Drum.

John Benson, president of the American Association of Advertising Agencies, was in attendance at the convention and presented a national outlook upon the work of advertising agencies especially with relation to their responsibilities during present conditions.

Among the resolutions adopted by the association was one placing the organization on record as opposed to contests which require a comparative evaluation of advertisements or copy. Dissatisfaction with the conduct of what is known as "Advertising Achievement" week led to this resolution.

Among others contributing to the discussions which touched on a wide range of advertising topics were John Cuddy, managing director of Californians, Inc.; Roger Johnstone, magazine representative; Noble Hamilton, Pacific Coast manager of Outdoor Advertising, Inc.; K. LeRoy Hamman, president of Hamman-Lesan, and Leslie Barton, representing Major Market Newspapers, Inc.

Russell N. Lockwood, of Lockwood-Shackelford, Los Angeles, was general chairman of the convention.

The Little Schoolmaster's Classroom

KANSAS and Oklahoma have enacted legislation that evicts the public utilities from the merchandising business. In both those States, the utilities have been forbidden to sell appliances at retail.

The legislation, as Class members scarcely need to be told, was inspired by retail interests. The reasoning was that, with the utilities out of the retail business, established independent retailers would reap a harvest.

But *Electrical Merchandising*, which sent an investigator out to those two States, reports that:

1. Wholesale distributors, who sold in big volume to the utilities, have been hard hit. They have lost a large part of their business and are faced with increased sales expense in their efforts to replace a part of it.

2. About seventy stores have been closed by the utilities in these two States. More than 200 retail salesmen have been thrown out of employment. Local real estate men are worried about store rentals.

3. Few new stores have been opened to take up the slack.

4. The \$4,000,000 in sales formerly made by the power companies has been largely lost.

5. Most ironic of all, those who are benefiting most by the legislation are the branch stores of the mail-order houses! Sears, Roebuck and Montgomery Ward are both actively going after appliance business—and getting it.

Says *Electrical Merchandising*, in conclusion: "The anti-utility merchandising laws in Kansas and Oklahoma are useful in but one way: they serve as an object lesson in the unfortunate results that follow legislative interference with the natural course of electric appliance distribution."

The Schoolmaster would amend that conclusion in only one respect: why limit the object lesson to electric appliances? It applies to all industry.

* * *

"Why do so many cities want

these conventions? Who starts the campaigns to get them, anyway? Who pays for all this printed matter, and do the representatives of the towns extending the invitations pay their own traveling expenses?"

John Benson, president of the American Association of Advertising Agencies, asked these questions of a friend of the Schoolmaster when the two happened to meet on the ballroom floor of the Statler Hotel in Detroit as the recent convention of the National Association of Broadcasters was assembling.

"This is a fine bunch of men," Mr. Benson continued. "To the number of about 150 they represent an important industry and are meeting here to consider some questions vitally important to themselves. But it is not in the least discreditable to these men to suggest that it can make no particular difference to a town whether they meet there or go somewhere else. But here we have all these banners, all this printed matter telling of the glories and attractions of rival towns that want the privilege of entertaining next year's convention.

"As an advertising man, I suppose I should know about these things, but I don't. Who causes these invitations to be extended and why?"

Perhaps members of the Class can throw some light on the matter that is intriguing Mr. Benson. It can't be, can it, that the hotels have anything to do with this project and that they have reduced to a merchandising science the proposition of drawing in guests? If this is not the reason, then it is probably sheer love of humanity that makes these warm hearted cities want to draw in visitors from the outside.

* * *

It might be highly unorthodox, in this fine football weather, to resurrect the subject of baseball for Classroom discussion. Yet when the subject deals with Pep-



Set the Refrigerator (or what-not) in Front of the Prospect.. Cost 2c

Bicycles and roller skates are *not* going to be best-sellers in 1932. Folks are buying less blue sky—more blue goods. If it is a refrigerator that they hanker to purchase, they would rather see that *refrigerator* than miles of Tahitian sky. Real copy never had a better chance to demonstrate itself.

Thank heavens, artists are available who can instil salesmanship into pictures as effectively as copy men instil it into print.

In planning direct mail especially, why not put the refrigerator, radio or what-not right in front of the prospect for 2 cents? At a time when some advertising appropriations are limited, the

illustrated letter offers an effective way of telling your message with words and pictures—and telling it at little cost.

The illustrated letter upon Two-Text will close many a sale before slower-traveling pieces get under way. Consider carefully in making your advertising plans if illustrated letters for direct mail and "dealer-help" may not be just the thing to use in 1932. Ask any Standard distributor for samples of Two-Text. Note the fine bond surface for the letterhead (page 1) and the velvety coated surface for the illustrated side (pages 2 and 3). Standard Paper Manufacturing Company, Richmond, Va.

TWO-TEXT ILLUSTRATED LETTER PAPER

Bond for the Letter Side

Coated for the Picture Side

Seasoned Sales EXECUTIVE

With a most unusual training background and a solid foundation of mature* experience—PLUS progressive spirit.

KNOWS—

ANALYSIS—where to sell
ADVERTISING—to help sales
SELLING—the buyer's wants
PROMOTION—constructive ideas
DEALERS—interest and loyalty
SALESMEN—practical development
CONVENTIONS—for instruction
INCENTIVES—for lasting results

Has been a dealer; salesman; advertising department manager, sales instructor; sales research and promotion department manager.

Is analytical, student type, with faculty of creating ideas and inspiring loyalty and co-operation and building industry and organization spirit.

Can work in harmony—give and take—and at same time get things done.

Is available now for progressive, courageous organization. Salary to start not important, if opportunity is right and business sound and of high character.

Write "N," Box 114, Printers' Ink

*21 years with one firm, 51 years' of right physical and mental living. Checks up like 43, and invites proof by any "company physician," or "personnel analyst."

For Your New Product A Ready Market Awaits!

If you have a high-grade article to sell; if you want quick distribution without the risk of carrying an expensive sales force, you should get the facts about this opportunity.

Immediate sales for quality lines thru active merchandisers. Outlets that assure largest returns thru concentration on your lines.

The advertiser, a National sales agent, has entree to a group of distributors ready and waiting to push new items.

Address "M," Box 113
Printers' Ink

per Martin the resurrection might be less reprehensible.

For much ink has been spilled extolling the exploits of the redoubtable Pepper. But has anyone yet dared offer the secret of his phenomenal success? No! The Pepper himself, if the Schoolmaster remembers correctly, was wary of committing himself to any explanation during his week of glory. He modestly attributed his feats to luck.

But modesty clothed the truth, it seems. The Schoolmaster, like the Princess of Pless, is ready to announce, "Now it can be told."

The world of sports is indebted to "The Red Barrel," house magazine of the Coca-Cola Company, for the key to the solution. "The Red Barrel," in reporting Pepper's radio debut in behalf of a St. Louis bottler, records the following catechism between him and the announcer.

Announcer: "Doesn't a game as clock full of excitement as that one Wednesday in Philadelphia leave you all done up and as limp as a rag, Pepper?"

Pepper Martin: "No, it don't. Naturally, any guy gets a little excited in a close play, but that don't last long. The reason is I've learned to relax—if it's only for a minute—after any excitement."

Announcer: "In other words, you pause to refresh yourself. Like stopping a minute to drink a bottle of Coca-Cola."

Pepper Martin: "Yeah! That's the idea—with a bottle of Coca-Cola."

The Schoolmaster got the idea, too. Then he noticed an advertisement for the Hillerich & Bradsby Co.

The net of this was that it instantly led the Schoolmaster to place Louisville Slugger Bats on a par with Coca-Cola, at least insofar as they affect baseball players. With an adeptness that is to be envied, the copy implies, without even the trace of an attempt to controvert Coca-Cola, that perhaps Pepper's exclusive use of Louisville Sluggers might have had something to do with his overnight ride to fame.

Multiply the foregoing by six, to account for a half dozen other advertisers who would also partake of Pepper's potent powers,



How a long-established oyster company plans to extend its trade boundaries

A COMPANY may have been in business for many years and still have a great deal of room for expansion. New outlets may be discovered... new avenues of trade opened. Here is an example.

The Narragansett Bay Oyster Company is an old and long-established concern. Its product, Sea-Acre Oysters, is well known to the trade. And yet by contracting for Trade Mark Service in a certain locality last year, many new outlets were established. Today the Narragansett Bay Oyster

Company, through Trade Mark Service, has contracted for a wider coverage in classified telephone directories.

Trade Mark Service in classified telephone directories assists producers in many fields. It helps to prevent substitution, expands the dealer organization, protects authorized dealers, increases sales, betterservice, and builds good will.

Trade Mark Service can be made to fit your own merchandising needs. Telephone or write for the booklet, "A Major Contribution to Modern Merchandising." There's no obligation.



WHERE TO
BUY IT

Trade Mark Service Manager
AMERICAN TELEPHONE AND TELEGRAPH COMPANY
195 Broadway, New York, N. Y. EXchange 5-9800
208 W. Washington St., Chicago, Ill. OFFicial 9300

6-X

Dear Sir: We would like to have the book, "A Major Contribution to Modern Merchandising," which shows how Trade Mark Service can be applied to knotty merchandising and selling problems in many businesses. This request places us under no obligation whatever.

Company _____

Address _____

By _____

Earn Extra Money

Edward Mott Woolley's book, **WRITING FOR REAL MONEY**, reveals rich opportunities for earning extra money anywhere; special advertising work. 144 pages. \$1.60 postpaid.

Also his **100 PATHS TO A LIVING**. Shows how men and women have beaten mediocrity in the struggle for a living. 104 pages. \$1.00 postpaid.

Also his **FREE LANCING FOR FORTY MAGAZINES**. Autobiography; how he fought his way to writing success; sold 1,000 stories to leading magazines; many books. 320 pages. \$2.60 postpaid.

E. M. Woolley Associates
Publishers

73 Park Avenue Passaic, N. J.

Sales Promotion Man Desires Interview

This man can: Organize successful sales force; plan and direct well-rounded advertising campaign; develop and operate direct-mail department; assist in styling product to meet market requirements.

He has spent his business life in men's apparel industry, but believes his experience can successfully be applied to other lines. He enjoys going into the field and doing a tough job himself, for he has been brought up on personal selling. Age 34; Harvard graduate; Christian; located in New York, but can go anywhere. Address "R," Box 117, P. I.

Lost in Depression

Ten Per Cent Net Profit

FOUND—A sales offset that restored it in:

"POWERS THAT MOVE MEN TO ACTION"
Mailed Without Charge on Letter-Head Request

ROBERT RUXTON
10 High Street Boston, Mass.

\$1,300,000 Campaign

"Hardest worker I ever knew—in this field he has no equal." Advertising, market analyses, new products, industrial development and research (over 320 complete reports), sales promotion, booklets, magazines, directories, etc. Also well traveled mechanical and civil engineer executive for largest construction projects. Appearance, personality, unique ideas. Wants responsible toughest job involving individuality—organization, industry or agency. Salary as merited. "T," Box 115, Printers' Ink.

and you get a lot of Hot Stove gossip with an advertising moral, maybe.

* * *

To what degree mere psychology enters into raising inhibitions against spending money is well demonstrated in a story told by G. F. Earnshaw, president of the Earnshaw Sales Company, in a publication put out by his organization for the infants' and children's department buyers of department stores.

A certain merchant became convinced that stocks had been starved long enough and that the time was ripe to expand inventories. Business, he believed, was about to start upward and conditions were favorable for acquiring merchandise right. He felt there would soon be a rush to market by buyers and feared when that occurred it would not be possible for all to fill their shelves as quickly as desired.

Returning from a trip during which he had studied conditions, he called his buyers together and instructed them to go to market and buy merchandise in quantities much larger than had been the custom in recent months. They were given appropriations that made them literally gasp, so tremendous did they seem in proportion to the limited figures under which they had been working. The merchant explained his opinions and point of view and sent them on their way with his blessing.

One by one the buyers returned and reported. To the astonishment of the merchant, not one had spent more than half the money appropriated for their purchases! They had been actually afraid to spend it. So thoroughly had the habit of restricted buying cultivated inhibitions in their minds that they could not all at once adjust themselves to a liberal point of view in buying!

It was necessary for this merchant to call another meeting of his buyers and send them back to market with positive instructions that they should expend the full amount of money which had been appropriated!

Wins Pacific Agencies' Golf Tournament

Joseph M. Dooher, of the Pacific Coast office of Rodney Boone, captured first place in the Pacific Association of Advertising Agencies' annual golf tournament over the La Cumbre Club course. Mr. Dooher turned in a card of 72 in the tournament which was under the direction of Stuart L. Klingelsmith, of the Hammett Advertising Corporation, Los Angeles. His nearest competitor was W. Eichelberg, of San Francisco, who made a low of 77 in the publishers' division. Roy Alden, of Roy Alden & Associates, turned in a low gross of 71 for the agencies and A. Carman Smith, of Smith & Drum, had a low net of 82 in that division.

The tournament was part of the agencies' annual convention which is reported elsewhere in this issue.

Death of F. J. Kern

Fred J. Kern, publisher of the Belleville, Ill., *News-Democrat*, died at that city last week. Mr. Kern, whose first newspaper work was with the East St. Louis *Gazette*, purchased the Belleville *News-Democrat* in 1893, together with Fred W. Kraft.

Joins Art Printing Plate Company

Claud M. Beers, formerly a vice-president of the Bank of Detroit, has joined the Art Printing Plate Company, of that city.

Joins Nashville Agency

P. C. Rouse, commercial artist, has joined the Casey-Lewis Company, Nashville, Tenn., advertising agency.

(1) Gross sales increased 100%, spread from one State to several. (Specialty food product to grocery trade.)

(2) New item created, developed under trade-marked brand in a basic industry, scooped the market, supplanted old fashioned method. (Industrial commodity for business use.)

Two highlights from my work, one with small firm of which was part owner, the other with large corporation. Both mfg. businesses. Had only two connections past ten years and no floating, no grief, no hard luck stories, no apologies anywhere along the line; the complete record is an open book. I just sold out to advantage—want new connection. Under 35, married, educated, go anywhere. Managerial and sales experience. Not an advertising man but advertising's my hobby. Have personally sold several hundred thousand dollars worth of merchandise but don't rate myself as a salesman. Thoughtful, analytical, inventive. Have been idle a month voluntarily.

I WANT TO GO TO WORK. "Q," BOX 116, PRINTERS' INK.

Cover the Country's Sawmills

fully by telling your story in this one paper that covers practically all worth-while lumber manufacturers in all producing sections at one advertising cost. Ask for our circular, "Sawmills that cut 90% of the lumber."

American Lumberman
CHICAGO

Est. 1873

A. B. C.

Perhaps This is the Man

A young man, now engaged in independent copy and merchandising work, wishes to connect with an up-and-coming agency. He has specialized in contact-copy work, and has a diversified agency background.

He Has to Offer: (1) Creative ability in planning campaigns and handling accounts, tested by seven years' experience with well-known agencies. (2) Contacts, which with the right agency may lead to substantial new business.

The Right Agency Will Offer: (1) A congenial group of men whose accomplishments have been better than the average. (2) A place where a creative man can be self-supporting, at least until realization is made on his contacts.

He is now in New York, but not wedded to the place. Address "O," Box 115, P. I.

"GIBBONS knows CANADA"

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

WANTED—WAITE GRAVURE PRESS
10x15, flat-bed type (not inverted type). Must be in first-class condition and one of the latest models. Will pay cash. Box 622, Printers' Ink.

\$1,000 CASH—\$1,000 BILLING
Young man, Christian, controlling accounts normally billing over \$6,000 monthly, wants to join larger agency as Junior Partner. Box 627, P. I.

Publisher will buy small established trade paper in good field. Price and terms must be reasonable. Confidential. Box 617, Printers' Ink.

MAILING LIST FOR SALE
335,000 names of carefully selected farmers in the South on "B" style Addressograph stencils. Will sell complete equipment or copies of list. Also have some bargains in Mail-O-Meters, Addressographs, Multigraphs, Cabinets, etc. Box 629, P. I.

EMPLOYMENT SERVICES

Walter A. Lowen
11 Years of Continuous Selective Service to Nat'l Adv. Agencies and their Clients. Specific openings listed daily filled from our active files. Personal Interviews: 9-1 P.M., except Sat. 105 W. 40th St., N.Y.C. (Tel. PE 6-5389)

For over thirteen (13) years we have successfully served General Managers, Sales Managers, Advertising Managers, Operating Managers, Comptrollers, Treasurers and other \$5,000.00 to \$50,000.00 men. We can help you, too. This is a NATIONAL INSTITUTION, but we do not discuss our work by correspondence. We want to see the men we accept as clients before offering our services to them. **INDIVIDUAL. CONFIDENTIAL.** Jacob Penn, Inc., 535 Fifth Avenue, cor. 44th Street, New York.

HELP WANTED

WANTED
In Boston: a first-class artist, designer, layout man, visualizer, experienced working large, not over 35 years old, willing worker, good health; write, stating salary received and experience in detail. Box 616, Printers' Ink.

ADVERTISING SALESMEN

Experienced solicitors in all principal cities calling on mfrs. for Foreign Trade Promotion. Leads furnished. Strictly comm. basis. State: age, refs. for past three years. Box 621, P. I. Chicago Office.

WANTED—Nationally known Southern food manufacturer has opening for young, capable assistant sales manager with energy and ambition. Must be familiar with advertising. Write experience, age, salary and references. Box 624, P. I.


ADVERTISING SALESMEN
New line of one column ads and cuts for small advertiser. Best line, lowest cost, fast selling. Write for sales position and samples.

J. C. MUTTY 322 Burke Bldg. Rochester, N. Y.

He Has Proven His Ability to handle a nation-wide mail order business. He has accumulated a competence and can retire and live at ease. BUT he has ambition and ideals. IF he could find a worthy article he would like to build up another organization all his own. He knows his skill and is ready to finance his ideas with his own cash. We say to this man—We have the article and can manufacture it. Let's get together. Box 609, P. I.

MISCELLANEOUS

RESEARCH, surveys, business data, important to you but unavailable, we supply according to your special requirements. Research & Information Service 127 E. 53rd St., New York

POSITIONS WANTED

Copy Writer or similar capacity. Young woman, college graduate. Willing to start at bottom with good firm for grounding in advertising. 2 years experience. Box 619, Printers' Ink.

Two Years in My Own Agency—copy-contact—production—plans. But now I want a nice job with lots of work among gentlemen—the kind who pay their bills. Prefer Philadelphia. Box 613, P. I.

Assistant Advertising Manager—of manufacturer. Married, age 25, desires permanent location. Knows advertising from ground up, direct mail, mechanical details and printing. Box 612, P. I.

CREATIVE ARTIST
Versatile—layouts, good figure work and illustrations—all mediums. Thoroughly experienced in general and direct-mail advertising. Moderate salary—locate anywhere. Box 615, Printers' Ink.

ADVERTISING MANAGER (or ASSISTANT)
Versatile man; adept at copy—layout—finished art for direct mail—publication. Knows engraving—printing—advertising procedure. Eight years' experience with manufacturer—agency. Age 28; married. Box 610, Printers' Ink.

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ADVERTISING MANAGER: manufacturing; retail; direct mail; agency background (now key man 4-A); seeks New York connection needing real advertising job. Christian; \$75. Box 618, P. I.

ADVERTISING ASSISTANT

23; seven years' experience type, engraving, printing, production details, purchasing, "Hustler." Assume responsibility. Moderate salary. Box 628, P. I.

I OFFER INTELLIGENT INITIATIVE as executive's assistant . . . over five years in sales promotion and supervision . . . have repeatedly proven worthy of responsibility belying my youth (age 26, married) . . . college education . . . must locate in East. . . . Box 611, Printers' Ink.

SALES MANAGER

12 years' sales experience—10 years Food and Candy specialties, to chains, jobbers and retailers. Successful record; experienced training and directing salesmen.

Now employed, national organization; open to a new connection where he can apply his experience in handling sales problems. College education—Christian—Married—Age 35. Box 623, P. I.

Young Man—with eight years' experience in the manufacture and sale of soft drinks, in New England and New York, and three in the distribution of 300 American lines, in India, Burma and Ceylon, seeks a foreign or domestic connection; prefers food, radio or photographic lines, knows several languages and can make moderate investment. Box 625, Printers' Ink.

AVAILABLE January 1

Young woman; capable secretary; Christian; agency experience; sound knowledge advertising plans, production, typography; reliable proofreader. For past three years executive assistant to head of consulting sales promotion and merchandise research organization. Record excellent; open for new connection because of removal of offices. Salary to start moderate. Box 614, Printers' Ink.

SEE IF YOU CAN GUESS!

I am one of two men—the first knows all about the latest fashions, the best breakfast foods, and how to keep women kissable. The second put in twelve years advertising machinery, steel, and electrical products for some of the biggest names in America.

A letter to Box 620, Printers Ink, will give you the answer.

CAN YOU USE THIS •
ALL-AROUND ADVERTISING MAN?
Eight years' diversified experience with agency, chain store, direct mail organization and prominent manufacturer. Age 27, married, college and art school training. Can plan, write copy, make layouts, finish art work and handle production. Experience covers newspaper, trade journal and direct mail advertising; house organs, salesmen's bulletins and employees' magazines. Salary secondary to desirable connection. Box 626, P. I.

Somewhere

there is a man who has successfully sold and is selling Direct Advertising and Sales Promotion service. He may be a free lance or he may be associated with others but, for one reason or another, he is hampered in his present connection.

To such a man a Sales Promotion Company in New York offers a fine opportunity to join a young congenial group who who have great faith in the future of Direct Advertising.

If he has a flare for the creative end, all the better, though this is not essential.

He should be well enough established to have a following of those who believe in him.

He can have an income in proportion to his sales.

Write, giving full particulars. W-Box 120, Printers Ink.

Our employees know of this advertisement.

Bound to Get the Most Out of Them

Copies of the PRINTERS' INK PUBLICATIONS when bound provide easy, orderly reference to sales and advertising problems.

Swift & Co. executives, for instance, have available in handy and convenient form a wealth of "invaluable material" to draw from, as their letter shows.

"We now have in our library PRINTERS' INK MONTHLY bound from January, 1923, to date and PRINTERS' INK WEEKLY bound from 1916 to date. We find this material invaluable."

Binders keep copies in neat chronological order and make an attractive addition to any desk or library. These binders are sold at cost. The WEEKLY binder, holding seven to nine copies, \$1.25 postpaid. MONTHLY binder, holding six copies, \$8.00.

Printers' Ink Publications
185 Madison Ave. - New York

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